




# Suhasini Gadam

## UI/UX Designer

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## Work Experience:

Freelance ————— Jan'16 - Present

- Conception - user research - design - implementation and product marketing strategies of mobile apps.
- Design and development of websites and single page web apps with information architecture.
- Designing flyers, posters, brochures, business cards, with clear fonts and good color schemes.

Accelerize 360 ————— Jun'11 - Aug'15

- Customized web layouts to fit business requirements and improved customer engagement by 2x.
- Built and enhanced training manuals for users.
- Designed and implemented social media strategy, company logo and website.

## Projects:

Daily Scoops News Digest iOS App -  
User Research, Sketch 3, Invision, Xcode

Profils Location Aware Android App -  
Location Research, NinjaMock, Balsamiq, PowToon

SensU Mobile Intelligence Android App -  
Context Awareness, NinjaMock, PowToon

Aura Fashion Accessories Website -  
HTML, CSS, JavaScript, jQuery, Bootstrap

Turingify StartUp Company Website -  
HTML, CSS, JavaScript, jQuery, Bootstrap

Gifts Galore Landing Webpage -  
HTML, CSS, Bootstrap

## Education:

MS Engineering Management - ITU, CA  
MBA (Marketing) - IGNOU, India

## Profile:

I strive to create intuitive and simple, yet delightful user experiences, right from conception to implementation. I constantly challenge myself to learn new skills and technologies in interface design and front-end development.

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## Technical Skills:

Expert Knowledge -  
HTML, CSS, Bootstrap, Responsive Design

Advanced Knowledge -  
JavaScript, jQuery, Angular JS

Tools Worked With -  
Sketch 3, Balsamiq, NinjaMock, Photoshop, Illustrator, Invision, Proto.io

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## Design Skills:

User Research  
Personas  
App features  
User Centric Design  
Information Architecture  
User Flow Charts  
Sitemaps  
Mock-ups  
Wireframes  
Prototypes  
Testing

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**Portfolio:** <https://suhasinigadam.com>