Head Designer

Archana Mokashi

M: +91 9632913828

UI/UX Designer

10 years of experience in web and print media, UI/UX design, Information architecture, wireframe, prototyping, eCommerce, Responsive design.

Objective: To obtain a responsible position within a growth oriented, progressive company

Work History of Past 10 Years						
From		To		Name of Employer	Location	My Occupation
MM	YY	MM	YY			
02	12	Till Now		Pitchit Solutions	Bangalore	UI/UX Designer
03	2008	02	2012	TA Interactive	Bangalore	Web Designer/Team lead
02	2006	06	2006	Cambil Software	Bangalore	CSS Designer
10	2005	01	2006	Ionidea	Bangalore	Sr. Graphic Designer
01	2004	12	2004	Optimos	Pune	Sr. Graphic Designer
06	2000	01	2004	Evincere Software Solutions	Pune	Sr. Graphic Designer
08	1996	05	2000	Light House Publication	Pune	Project head
06	1995	07	1996	Intelic Vision (p) Ltd.	Mumbai	Designer

Key Responsibilities:

- Lead and managed Web and interactive projects.
- Developed project plans, specifications, application prototypes and information architecture.
- Contributed to user interface, design and development efforts.
- Communicated directly with clients to define and implement website requirements.
- Communicated project status to clients, and management.

Head Designer

Skills: UI/UX design, Information architecture, wireframe, prototyping, eCommerce, Mobile UI, HTML5, CSS,

Note: Ready to learn any module in short span of time and can deliver the satisfactorily results.

Tools: Photoshop, Dream weaver, Flash, Corel Draw, Wireframe tools.

Domain: Healthcare, Education, Metal industry, e-Learning

Recent Projects:

Interactive Web

Sankara Eye Hospital, Bangalore

All Sankara Eye Hospitals work towards a 80:20 model i.e. 20% paying patients (rich and affluent) and 80% free patients (rural poor). They wanted to position Bangalore hospital as commercial as well as multi speciality care.

Sankara, Bangalore microsite targeted three different age groups children, professional and parents. Provide online patient care like Symptom Checker, Find an Eye Expert, Make an Appointment, Manage Your Health Record.

- Concept
- UI/UX Design
- Prototype
- Client Communication

Visit: Sankara Eye Hospital

Mobile Apps

Fortis Hospital, Bangalore

Fortis Hospital application is used to Fix a Medical Appointment to an concerned Doctor in Fortis Hospital organization. It is an easy and simple application in which can able to Fix a appointment with the doctor across India.

- Prototype/Wireframe
- Mobile UI/UX Design

Head Designer

eCommerce

Locks4Gates, USA

Locks4gates.com, owned by Architectural Iron Designs is focused on a unique range of gate hardware and accessories for all kinds of gates.

- Branding
- Concept & UI Design
- eCommerce platform on Magento
- Face Book Campaign
- Client Communication

Visit: [Locks 4 Gates](#)

Interactive Web

Do Circuits, Sparsha Learning

Do Circuits, virtual labs WEB APP for electronics which lets student work with real looking components and devices to build circuits - run, analyze and save them in easy steps.

- Branding
- UI/UX Design
- Flash Catalyst development
- Interaction Design
- Client Communication

Visit: [Do Circuits](#)

Email Marketing

Architectural Iron Deisgn, USA

Architectural Iron Designs, Inc. is a nationwide supplier of quality architectural metals and decorative iron components for various applications.

- Email Newsletters
- Facebook Creatives
- Microsite for other AID brands
- Client Communication

Visit: [AID](#) [Newsletter](#) [Newsletter2](#) [Newsletter3](#)

Head Designer

Interactive Lab Techniques, GRT

Science lab simulations for online learning. Students get a feel for real experiments in an open-ended virtual environment. A great way to learn from mistakes.

- Story Board
- UI Design
- Flash Development
- Client Communication

Visit: [Interactive Lab Techniques](#)

Virtual Grocery Store, GRT

Interactive virtual grocery store, where user can shop goods, watch videos, also check nutritional value for each item they buy.

- Concept/Story Board
- UI Design
- Flash Development
- Client Communication

Visit: [Virtual Grocery Store](#)

Personal Details:

DOB: 7th June 1973
Currently at: Bangalore

Passport: Yes

Educational Qualification:
G. D. Arts (Applied Arts) 1995
Abhinav Kala Mahavidyalaya, Pune

Contact Details:

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