

## Professional Summary

UX Designer with 5+ years of experience specializing in human-centered design, visual storytelling, interaction design, and usability testing. A strong history of developing innovative user interface designs for mobile and responsive web applications. Adept individual contributor with attention to detail and proven track record of working with diverse technical, creative, and cross-functional teams to unify all aspects of the user experience. Passionate about minimalist design approach, current and emerging UX/UI trends, competitive analysis, market/ user research, industry best practices and UX strategies. Always making sure the users are the center of design process, all the stakeholders are consulted, and designs are technically feasible.

## Skills

- Problem Solving
- User/Market Research
- Design Thinking Process
- Competitive Analysis
- Business Requirements
- User Interviews
- Surveys
- User Personas
- Card Sorting
- Affinity Mapping
- Wireframing
- Prototyping
- Usability Testing
- Preference Testing
- A/B Testing
- User Flows
- Information Architecture
- Style Guides
- Visual Design
- Design System and Documentation
- High Fidelity Mockups
- Scrum methodologies

## Technology Experience

- Figma
- Adobe XD
- Axure
- MIRO
- Agile Methodology (Scrum/Kanban)
- Jira
- Usability Hub
- Optimal Workshop
- Google Forms
- HTML, CSS, JavaScript
- Adobe Photoshop/Illustrator, GIMP
- Marvel

## Education

Bachelor of Commerce  
Delhi University, India

## Certifications

1 Year Certification in UX/UI/Frontend  
CareerFoundry

1 Year Certification in Application Development  
Renton Technical College

## Work History

### Huge Tech Solutions

October 2020-Present

UX Designer

- Gathered requirements and business objectives from clients; identified problem statement and communicated user goals, UX strategy and possible solutions to the clients
- Conducted user research, analyzed results and evaluated user feedback
- Examined 5+ existing sites in terms of persuasiveness, emotional design, and conversions such as measuring properties for usefulness, visual design, and content using heuristic evaluation checklist
- Designed flows, user interfaces and interactions of software applications for a variety of screen sizes (desktop, tablets, and mobile platforms) by applying effective user centered design (UCD) approach
- Achieved product milestones by establishing UX goals, priorities, and deliverables
- Redesigned website which improved conversions by 200%
- Addressed usability issues (e.g., tab order, screen reader, contrast ratio, font size etc.) based on accessibility guidelines checklist (WCAG, ADA) to make it 508 compliant
- Addressed technical problems with web pages and redesigned screens using Adobe Photoshop and Figma
- Followed current design trends and reviewed with other designers
- Collaborated with senior level usability specialists and technology/business leaders to interpret requirements into interactive experiences
- Established and promoted design guidelines, best practices and standards
- Implemented new designs with minimalist design approach and optimized/simplified existing user interface designs

### AIG

February 2017-September 2020

UX Designer

- Created interactive 20+ user-centered designs, delivering innovative concepts, wireframes, low and high-fidelity prototypes, and engaging user experiences
- Created a unified user experience for an e-commerce website and application, which includes wireframing activities and identifying new web features
- Coordinated with web developers, graphic designers, and engineers to improve website interactions, which resulted in a 30% increase in user satisfaction
- Scheduled and performed user interviews
- Researched and created key scenarios, user stories, flows, journeys and personas
- Consulted on the design and implementation of new mobile app for the company
- Handled large projects from conception to final product design and delivery
- Monitored user requirements and created detailed design specifications for the application
- Communicated with customers to understand the design process, identified problem statement and provided solutions
- Conducted market research on user needs and mapped to the integration of new mobile features

### Freelancing

Ongoing

UX Designer

- Conducted research (user interviews, surveys) and did heuristic evaluations of client's website to identify problems
- Created user flows, target persona, site structure, wireframes, and prototypes to improve the overall user experience
- Managed client projects and provided technical direction for design, implementation and testing of new software
- Provided detailed designs and prototypes for the development of a web-based product
- Managed all aspects of the project from design to development
- Provided detailed design and implementation of user stories
- Managed projects from inception to close, and provided support for all phases of the design process

- Scheduled doctors' appointments and coordinating doctors to get their rosters in the system
- Conducted check-ins/check-outs of the patients, process billing, insurance, and approvals
- Assisted individuals with disabilities
- Managed EPBX system and back-office work
- Handled public dealing
- Give attention to the patient problems and assist them to the correct healthcare providers
- Created patient's admission documents and discharge summaries

## Portfolio

### **Perfect Home – Real Estate Responsive Web App**

UX/UI Designer

- Designed app for the users who are looking for desired property
- Applied UX methodologies and fundamentals visual design
- Conducted research and developed strategic design solutions in Figma
- Established key features like search and filter properties, save and mark properties, contact the right agent, and access property details etc.

### **Langoon – Language Learning Mobile Web App**

UX RESEARCHER AND DESIGNER

- Envisioned end-to-end design solution for users to learn different languages effectively
- Conceptualized flashcard and progress-based lessons to engage users while keeping them motivated
- Designed this project in Adobe XD through design thinking process which includes research and development of strategic design solutions with Google Material Design guidelines, usability testing and hand-off-documentation

### **PayLight – Virtual Wallet Mobile Web App**

UX RESEARCHER AND DESIGNER

- Conceptualized the idea to provide a platform to users to send and receive money, pay utility and subscription bills, split expenses and do shopping using their unique id
- Conducted research to determine the user's pain points, frustrations, and security concern about virtual wallet apps or which type of security requirements they have
- Designed this project in Figma from inception to final visual design through research, ideation and UX design principles

### **Responsive Portfolio – Frontend Project**

UX DESIGNER

- The purpose of the project was designing and coding a responsive online portfolio site
- Utilized frontend skills in HTML, CSS, and JavaScript through intuitive design
- Focused on Minimum Viable Product (MVP) while focusing on the fundamentals of coding
- Reviewed with SME's (UX professionals) and gathered feedback, implemented suggestions as well as synthesized into a list of future features

## Web Presence

[www.tanuseeth.com](http://www.tanuseeth.com)

<https://tanuseeth9.github.io/portfolio-website>

[www.linkedin.com/in/tanuseeth9](https://www.linkedin.com/in/tanuseeth9)