Tina Nenshi Gada

UI / UX Designer | Product Designer

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I am Ui/Ux designer with 4 years of experience working with different industries and applications. Coming from a background in both engineering and design, I love connecting the dots between business goals, technical constraints, and user satisfaction. Over the past years, I crafted 7+ projects from startup to big organization creating a visual concept to communicate ideas that inspire, inform, or captivate the viewer.

My Design Principle

Simple, Practical & Aesthetic

EDUCATION

Masters in Human-Computer Interaction
SUNY Oswego University - August 18 - May 20

Bachelors in Information Technology
Mumbai University - June 12 - May 15

SKILLS

UX Design
Paper sketching
Usability Testing
Wireframing
Storyboarding
Visioning
Responsive Designs
Heuristic Evaluation

UI Design
Atomic Design
Interaction Design
Visual Design
Branding
Design System
User interface Design
Mobile & Web UI

TOOLS

SketchApp
Adobe XD
InDesign
Invision
Framer.io
Photoshop
Balsamiq

AxureRP
Marvel Studio
Zeplin
Procreate
Keynote
Adobe CC
Qualtrics

TECHNOLOGY

HTML5
CSS3
JS
Bootstrap

React.js
Apache
Wordpress
SQL

ACHIEVEMENTS

UI DESIGN FOR FINDING FIVE

Worked as Lead UI Designer for the "Finding Five" startup company for building the application for the research study market place.

WINNER - WOMEN IN COMPUTING HACKATHON

Best UI Designs and Wireframing of Application for Food Rescue Application at New York, 2018

PROFESSIONAL EXPERIENCE

SUNY CPD
Ui/Ux Designer | Aug 2019 - May 2020

- Designed a user experience for a cross-platform website application for SUNY CPD online education portal.
- Complying the WCAG 2.0 accessibility guidelines and considering the user feedback after usability testing.
- Updated the visual style guide to unify the branding language, improving the productivity of UX designers by ~4.4%.
- Reported visual design inconsistencies based on heuristic evaluation and proposed prioritization criteria to fix those inconsistencies; 3 out of 30 proposals already live on the website.

OTO Capital
Ui Designer | May 2019 - Aug 2019

- Designed the responsive interface for their mobile application and web console using Adobe XD.
- Analyzed and synthesized research findings into new design ideas, created wireframes, and high-fidelity prototypes using inVision.
- Collaborated with product managers, developers, and marketers in agile workflow to enhance and polish the product features, meet business goals and to ensure designs are implemented.
- Deliver the product from ideation to final delivery till launch.

SUNY Oswego
Graduate Research Assistant | Aug 2018 - May 2019

- Reviewed the research studies, worked on hypotheses, and re-run the experiment with the new bunch of the participants to verify the results of the studies.
- Instructed 100+ participants from diverse backgrounds by clarifying experiment procedures independently.

Seclore Pvt. Ltd
Ui/Ux Designer | Oct 2015 - July 2018

- Improved product UI by reducing the drop-offs and enabling faster access to IRM protected documents for authorized users by streamlining new user onboarding, authentication, file access request, and approval flows.
- Designed user journeys, wireframes, and interfaces for new features for the mobile application.
- Created and presented Hi-Fi interactive prototype throughout the agile process.
- Implemented single sign-on, user account management, build a web application, designed its UI, and developed the site as a full stack web developer to make interaction easier.