

Rajiv Sarna

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Link to Portfolio: <https://rajivsarna.com>

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe XD
- Adobe InDesign
- InVision
- Sketch App
- Axure
- Zeplin
- Figma
- Visual Design
- Wireframes
- Responsive Web Design
- iOS and Android HIG's
- User-Centered Design
- User Research
- Journey Map
- Web Analytics
- Human Factors
- Usability Study
- Interaction Design
- Information Architecture
- Accessibility
- CSS
- HTML
- XHTML
- Design Language/Style Guide
- Typography
- Color/ Composition/ Design Fundamental
- Mac Keynote and Pages App
- Microsoft Office

Work Experience

Sr. UX UI Product/Visual Design Consultant

Mar 2020 – Present

Working on a contract project for Fleet Management company.

AlertDriving: Creative Lead Designer UI/UX

Aug 2019 – Feb 2020

Worked as Creative Lead Designer. I had many responsibilities, starting from understanding the requirements from the stakeholders, and creating User Experience, Interactive Designs and UI for a brand-new sales product. This app captures sales reps and managers, a complete journey from different stages and steps in the sales cycle. Using AI, tasks are created automatically and assigned to different sales reps and managers. App also ranks individual opportunities based on the history, revenue and other market factor. Sales rep are scored on every stage and step of their task. System also suggest training on different levels of sales cycle to improve their scoring within the app.

Responsibilities:

- Created complete design system that includes reusable elements, fonts, assets and libraries
- Created Interaction designs for both Android and iOS experience.
- Generated platform specific assets for independent developers involved in Android, iOS and Web
- Followed Guidelines from Material Design and Apple HIGs
- Followed Accessibility standards AODA
- Ran Design Walkthrough Meetings with Developers
- Regularly interacted with BA's to align experience with the requirements

- Created User Flows
- Created annotation for Developers
- Did User research and testing
- Followed development sprint cycles
- Resolved all kinds of issues in the design related to cross platform.

TD Bank: Sr UX/UI Visual Designer (Contract)

Jun 2018 – Feb 2019

- Created exceptional responsive app design for HR's and Managers within TD to manage approval requests of employees Timesheets and Expenses in Fieldglass, Coupa and ServiceNow
 - Customized MyApproval app for TD's brand eminence that can be utilized in Sapho builder framework
 - I was involved in Mood-boarding exercise to define the color theory and pattern libraries, IA, User Flows, Wireframe, Storyboard on the whiteboard and Conceptual Designs using various design tools.
 - For research, I looked at different designs on Behance, Pinterest and Dribbble for ideas and evaluating each one to finally design screens from the human visual experience aspects and decided to use cool colors to hold the emotional response from the target audience to prevent design failure.
 - Worked on OMNI Channel platforms. Proposed to setup a governance team within DCX to my Design Manager and conducted the audit of Design Language and other Design Artifacts from different designers working in various projects.
 - Documented the gaps for all the workflows under OMNI. Collaborated closely with Design Lead and other Designers in the team to ensure feasibility of design changes and follow design standards across the OMNI platforms.
 - Regularly gave and solicited constructive feedback on UX/UI from peers and team members.
- Tools used: **Axure, Invision, Sketch, Illustrator, Photoshop, Adobe XD**

IBM Canada: Sr UX/UI Designer

Nov 2014 – Jun 2018

Created enterprise mobile applications under Apple + IBM's 'MobileFirst for iOS' initiative.

Responsibilities Included:

- Follow Design Process and participate in IBM Design Thinking during client workshops to gather requirements, pain points, brainstorming, wireframing, ideation, prototyping and usability testing.
- Mentor other designers in the team and inspire design solutions for mobile and web to meet project objectives and give feedback to other designers on regular basis.
- Work under UX Lead and Art Director to implement design concepts and final UI's using various tools (**Keynote, Sketch, Figma, Photoshop, Illustrator, After Effects**, etc...) Collaborating with entire UX team and worked with developers to implement the design strategy and ensure design specifications are implemented.
- Get feedback and accept criticism in positive way. For some it may not be agreeable, but I believe it is necessary.
- Follow strict guidelines for different platform in mobile and web.
- Help UX Lead and other team members in creating presentation material for the client workshop and effectively communicated research findings and design ideas to the group.
- Creating exceptional user experience for industries such as Banking, Energy & Utilities, Travel & Transportation etc. All the solutions implemented for these industries can be seen here: <https://www.ibm.com/mobile/mobilefirst-for-ios>
- Created motion graphic for AXA iPad App using Adobe After Effects.
- Apart from Mobile application, I also worked on IBM's internal web applications and created Dashboards, Agenda Builder Tool for Sales Team, Data Visualization, Posters and Newsletter.

Primus Telecom: Sr UX/UI Designer

Oct 2013 – Oct 2014

- Revamped all voice portals, bringing a fresh look and improve user experience.
- Created interactive wireframes using **Axure**.
- Resolved all the issues in the wireframe before it goes to Design cycle process.
- Made recursive changes until its ready with better user experience.
- Created a clean and fresh look prototypes/mockups using **HTML, CSS, Photoshop and Illustrator**

Problem: Primus HPBX portal has many user experience issues. It was inaccessible for many users. Important Information and features were hidden and hard to use. Some of the important features were separated from each other and had no logical flow. Error messages were irrelevant. There was no online help to resolve issues. GWT technology was used to build this application and it was hard to customize it.

GB Internet Solutions (Regina, SK, Canada): Sr. Visual Design Lead

Nov 2008 – Aug 2012

With the understanding of design psychology, I had implemented best user experience and created high-end visual design elements for iPhone, Android, Blackberry Mobile Apps and Dashboard Websites for multiple projects under the umbrella of OpenStore multi-channel marketing solutions for convenience stores. I have successfully implemented designs for 230+ websites and Mobile Apps for GasBuddy.com and it's OpenStore Customers to help consumers find cheap gas prices and avail digital coupons, deals and promotions delivered to their email or phone and also integrated with their social media.

GASBUDDY:

Mobile App: <http://www.gasbuddy.com/GasBuddyMobileApps.aspx>

Website: www.gasbuddy.com

Aviva Canada Inc. (Toronto, ON, Canada): Senior Visual Design Lead

May 2007 – Oct 2008

Responsibilities:

- Requirement Gathering through Interviews & focus group
- Iterative Designing through mockups, sketching, wireframes and digital prototyping
- Design Evaluation through user experience, usability testing, walkthroughs, personas & scenarios
- Generating Design Documents/ Style guides
- Followed W3C and accessibility standards,
- Cross Browser Testing
- Interviewed several designers and hired high calibre skilled forces for the company.
- Applied a strong understanding of my design best practices and techniques in the team.

Wipro Technologies: Visual Design Lead

May 2006 – Oct 2008

- Conducted user experience testing, usability evaluations, expert evaluations, focus groups and user & business needs analysis for the International clients.
- Provided interaction design, design of information architecture and user interface design.
- Crafted a high-level of work culture and mentored junior designers.
- Provided design leadership on design strategies, product features, working independently and with cross-functional teams.
- Collaborated with all team members to seek guidance and feedback, negotiating design solutions and gracefully provide feedback.
- Prime and manage projects and work in multidisciplinary teams.
- Worked for North American clients of Wipro Technologies like – Aviva Insurance Canada, Nationwide Insurance USA, Avastream, GCC Portal, Microsoft Healthcare Application and 5th3rd Bank

Honors and Awards

- Bagged many quality awards, work related awards and art painting awards.
- Got numerous Zero Defects Awards in GE,
- MVP of the week in GB Internet Solutions, etc.
- Came 1st in Drawing and Painting from United Nation, Sahitya Kala Parishad, Prem Kirpal Foundation, Shri Chitragupta Sabha, and in school levels

Certifications & Education Qualifications

- UX (User Experience) Certification from UserFocus, London (UK)
- Usability Certificate in Science and Art of Effective Web and Application Design from HFI
- Six months Cell Animation from ANI Toons
- One year Web Designing –ED-Net.
- One year computer course from ASSET International.
- Advanced Java from NIIT CATS (3 Months).
- 2003-2005: Masters in Drawing & Painting from Jiwaji University, Gwalior, India
- 1996-2000: Bachelor of Commerce from Delhi University, Delhi, India