

Rajiv Sarna

Richmond Hill, Ontario, Canada

Mobile: +1 (647) 228-6351

E-Mail: rajiv_sarna@yahoo.com

LinkedIn - ca.linkedin.com/in/rajivsarna

Portfolio: <https://rajivsarna.com>

Skills

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

Work Experience

Freelance: UX/UI Designer

Jun 2018 – Present

As a freelancer, I have the ability and expert knowledge to create, design and execute any Web and Mobile projects, taking business requirements and writing use cases.

Depending on your project requirements and budget:

- I can apply user-centered design process in your project.
- Conduct Design Thinking workshops
- Leverage my skills in doing research and use analytics to define the outcome for design challenges.
- Create UI's from the conceptual stage to Interaction Design and Visual Design.
- Create pattern libraries and design systems for brand eminence, consistency, communicate solutions and ideas.
- Facilitate and led customer journey mapping, exploratory design sessions, defining problems, generating solutions, formulating recommendations and collaborative working sessions with your team members and partner stakeholders.

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, Pintrest 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 many 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

Languages Known

Fluently speak, read and write English and Hindi.

IELTS (International English Language Testing System) certified from Canada.



LinkedIn Recommendations

“Rajiv is a very talented fellow. He has a keen eye for web design and graphic design. I have yet to come across someone that has Raj's in-depth knowledge and skill on Adobe photoshop and Illustrator. Beyond his great design skills, he is a wonderful team player that helps motivate a team and make work more fun.”

- **Dustin Coupal**, Co-Founder, GasBuddy.com

“Rajiv is an excellent web and graphic designer. I have worked with him for tons of projects and his design always impresses our clients. I recommend him for any right brain-related job. He is fun to work with too!”

- **Third Santor**, Web Developer

“I worked directly with Rajiv on many projects. He is a very talented Graphic Designer. He is very initiative to improve the user interface of the products and has an impressive understanding of UI design. Rajiv is very well organized and can manage multiple ongoing projects. I often discussed a very abstract idea with Rajiv, and he was able to develop the ideas into amazing graphic designs. He is one of the best colleagues and Graphic Designers that I have had the pleasure to work with.”

- **Reza Abbasian**, Mobile Software Engineer at SoundHound

“I have been working with Rajiv at GB Internet Solutions for 2 years. Rajiv is a great graphic designer, his design had made our products GasBuddy, OpenStores become very successful today. Rajiv is a very detailed, creative, reliable graphic designer. He can take a little piece of information and build you a complete business solution. I highly recommend Rajiv to anyone looking for someone to increase your sales on the Internet.”

- **Tuyen Nguyen**, Programmer Analyst at Government of Saskatchewan

“Rajiv is very creative and has a passion for creative solutions thereby providing enhanced user experience. Rajiv easily builds a good trusting working relationship with work colleagues and clients. Rajiv always has a positive attitude and is always willing to contribute in whatever way he can. His pleasing attitude and outlook make him a great asset to any team. I highly recommend Rajiv”

- **Elsa Silva**, Senior Program & Project Management Consultant at Sigma PMO Consulting Inc.

“Rajiv demonstrates a passion for creating technology solutions that rate high on User Experience. What I like most about Rajiv is the way he easily blends empathy for users within day-to-day software development tasks. This mix of vision and execution is rare and powerful. His ability to quickly win over customers and colleagues and a pleasing attitude makes him a key asset to any great global team. An excellent human being, it has been a pleasure working with him.”

- **Joanny Yip**, Consultant at IBM Canada Ltd. - Technology Business Analyst at TD Canada Trust