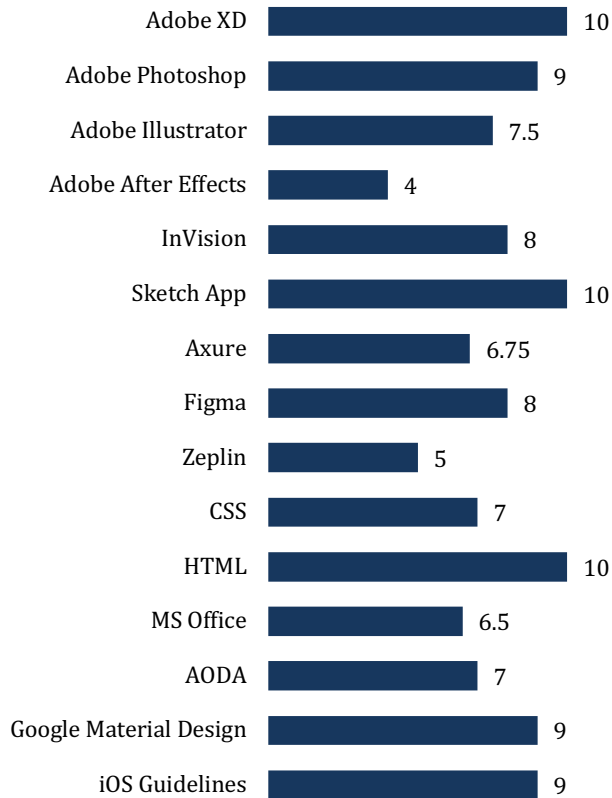


Industry Experience

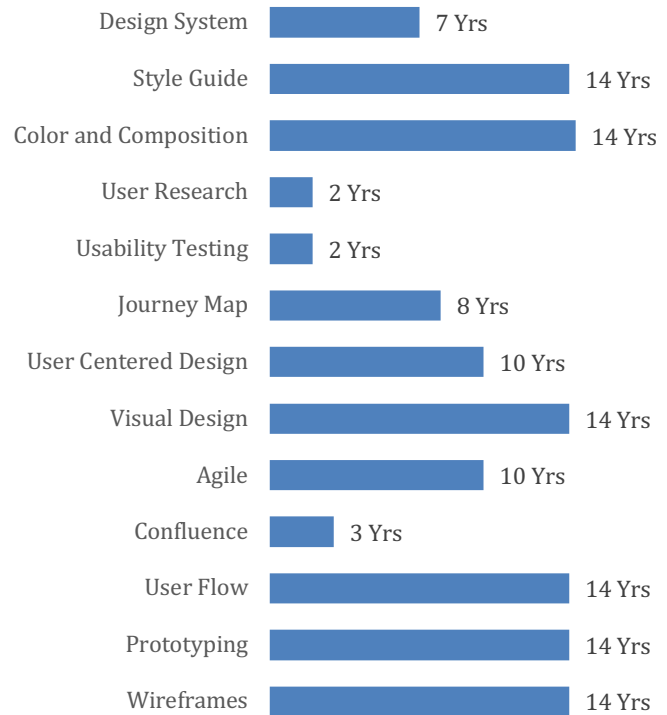
Banking & Finance, Insurance, Energy & Utilities, Travel & Transportation, Telecom, and Fleet Management

Skills and Know-how

● Scale 1=Low, 10=High



● Years of experience



Additional Skills

User Centered Design Process, High and Low Fidelity Prototyping, Sketches Product Concepts, Creating Mockups, Iterative Prototyping, Problem Solving, Creating Digital Products, Typography, Communicate Conceptual Ideas, Colour Coordination and White Space Balancing, Agile Process and Methodologies, Visual Hierarchy, Presentation Design, Visual Identity Design, User Guide Creation, Style Guide Creation, Design Rationale, Rapid Prototyping, Responsive Design for Mobile and Web, Android, Apple iOS, Powerpoint, Word, Excel, Adobe Creative Suite.

Objective

I'm a self-confessed creative designer, designing complex native and responsive Mobile and Web apps. I am positioned to make any design decision impact as your next Experienced Designer along with ample experience in the full design process including but not limited to discovering the requirements from sponsor users (stakeholders) through interviews and facilitation sessions to achieve the end goal meet and exceed business needs.

Work Experience

Element Fleet Management

Mar 2021 – Aug 2021

Sr. UX UI Product Designer (Contract)

- Working on the complex Fleet Product web application for a Fleet Product
- Creating user-centered designs by understanding business requirements, and user feedback
- Creating user flows, wireframes, design assets
- Translating design into design system
- Conducting research in the field of Fleet Management
- Collaborating effectively with engineers, and present designs to stakeholders
- Incorporating stakeholder's feedback, and UX findings into Wireframes

Alert Driving

Aug 2019 - Feb 2021

Creative Lead Designer

- 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
- Conducted and Facilitated Design Walkthroughs with Sponsor Users, Stakeholders and Developers
- Regularly interacted with BA's to align experience with the requirements
- Created User Flows and specs with annotation for Developers
- Did User research and testing
- Resolved all kinds of issues in the design related to cross platform.

TD Bank

Jun 2018 - Feb 2019

Sr UX/UI Visual Designer (Contract)

- 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
- Creation of customized mobile app (MyApproval) using Sapho Builder framework
- Establishing goals, priorities, features, user flows
- Participated in team mood-boarding session to establish the color theory and pattern libraries
- Created wireframe and high-fidelity Prototypes
- Performed visual design inconsistency audits pertinent to business goals (establishing cohesive design communication standards) for different OMNI products within DCX.
- Created fare number of design artifacts for Design System

IBM

Nov 2014 - Jun 2018

Sr UX/UI Designer

- Designed several enterprise apps released by the Apple & IBM Partnership in an agile environment. Each app combined IBM's big data and analytics capabilities with Apple's legendary consumer experience to help companies achieve new levels of efficiency, effectiveness and user experience.
- In collaboration with the teams at Apple, IBM and Clients visits, I established design that are client focused.
- I set the priorities and features to align design decisions.
- I followed Design Process and participated in IBM Design Thinking workshops during client visits to gather requirements and pain points, created wireframes, participated and facilitated ideation sessions, prototyping and visual design testing.
- Mentored other designers in the team to inspire design solutions for mobile first and web to meet project goals and gave feedback to peers.
- Followed iOS human interface guidelines while executing designs for iOS apps.
- Designed presentations for client workshops and business proposals.
- Created 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>
- Designed Dashboards, Data Visualization, Infographics, Posters and Newsletter.
- <https://www.ibm.com/services/apple-services>

Primus Telecom

Oct 2013 - Oct 2014

Sr UX/UI Designer

- Revamped all HPBX voice portals to bring a fresh look and improved 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 fresh look prototypes/mockups using HTML, CSS, Photoshop and Illustrator

GasBuddy

Nov 2008 – Aug 2012

Sr Visual Design

- Designed apps for iPhone, Android, Blackberry and Web for almost all north American convenience stores.
- Successfully implemented designs for 230+ websites and Mobile Apps for GasBuddy.com and it's OpenStore Customers to help consumers find cheap gas prices
- Designed digital coupons for deals and promotions

Honors and Awards

- Bagged many quality awards at work 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 from 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