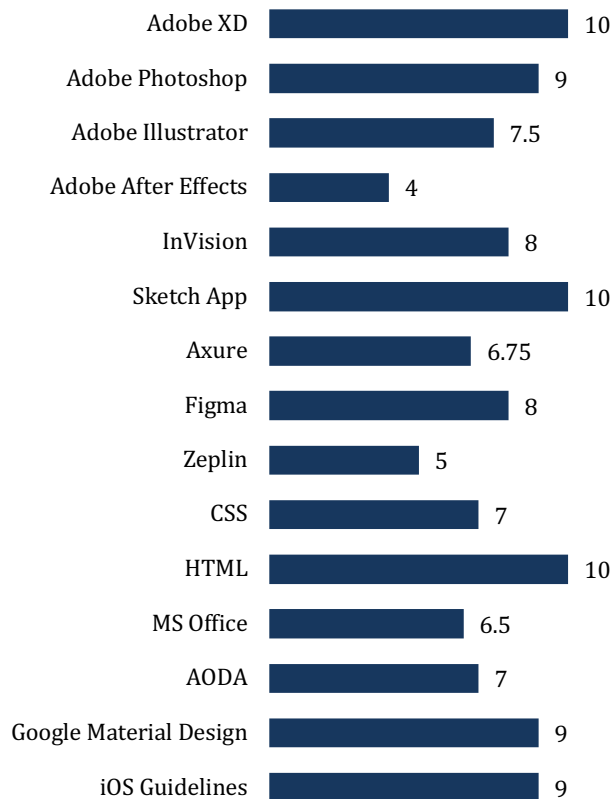


Industry Experience

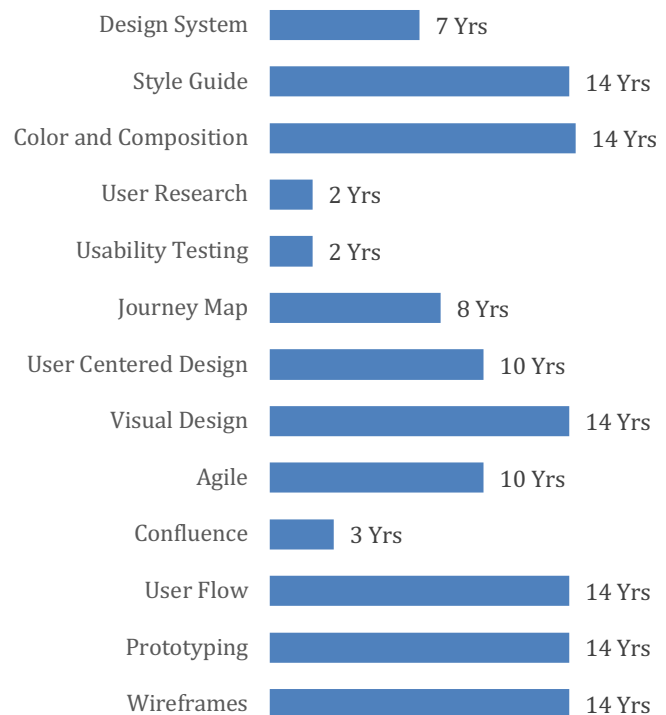
Banking & Finance, Insurance, Energy & Utilities, Travel & Transportation, Telecom, and Fleet Management

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

To leverage my creative design skills and extensive experience in designing complex native and responsive Mobile and Web apps, I am seeking a challenging role as an Experienced Designer. With a strong ability to make design decisions that have a significant impact, I am dedicated to surpassing business needs by uncovering requirements from sponsor users through interviews and facilitation sessions, and ultimately achieving the desired end goal.

Work Experience

Independent Consultant

Jun 2018 – Present

UI/UX Visual Designer

- Worked on various freelancing projects, delivering exceptional design solutions.
- Defined design language and established comprehensive Design Systems for efficient and consistent design implementation.
- Collaborated closely with cross-functional teams and stakeholders to understand project requirements and align design objectives.
- Designed intuitive and visually appealing mobile and web applications.
- Developed visual artifacts that effectively communicated design specifications to developers while considering business and development constraints.
- Thrived in an Agile team setting, ensuring seamless coordination and timely delivery of design deliverables

Scotiabank

Feb 2022 – Jun 2022

Sr UI/UX Designer

- Led the redesign of a Mainframe Front End application, enhancing its usability and visual appeal.
- Collaborated closely with the Product Manager to identify and prioritize design deliverables based on project requirements.
- Analyzed, articulated, and wireframed the DB2 Application, ensuring a seamless user experience.
- Developed UI designs and created interactive prototypes using Figma.
- Utilized CSS3/HTML5, employing Flex and Grid systems, to code user interfaces.
- Documented Design System artifacts to establish a cohesive customer experience with various components and libraries.
- Implemented Navigation Design using a third-party Core UI Framework, customized through Visual Studio Code.
- Created 3D diagrams to illustrate the DB2 Architecture and developed relevant iconography.
- Designed visually appealing and functional styles for tables and graphs.

Element Fleet Management

Mar 2021 – Aug 2021

Sr. UX UI Product Designer (Contract)

- Contributed to the development of a complex Fleet Product web application, focusing on enhancing the user experience.
- Created user-centered designs by thoroughly understanding business requirements and incorporating user feedback.
- Developed user flows, wireframes, and design assets to effectively communicate design concepts.
- Translated designs into a comprehensive design system, ensuring consistency and efficiency across the application.
- Conducted research in the field of Fleet Management, gaining valuable insights to inform design decisions.
- Collaborated closely with engineers, fostering effective communication and seamless integration of design and development.
- Presented designs to stakeholders, effectively conveying design rationale and obtaining valuable feedback.
- Incorporated stakeholder feedback and UX findings into wireframes, refining the user experience based on insights gathered.

Alert Driving

Aug 2019 - Feb 2021

Creative Lead Designer

- Developed a comprehensive design system encompassing reusable elements, fonts, assets, and libraries, ensuring consistency and efficiency throughout the design process.
- Created interaction designs tailored for both Android and iOS platforms, delivering intuitive and engaging user experiences.
- Generated platform-specific assets to support independent developers working on Android, iOS, and Web projects.
- Adhered to design guidelines from Material Design and Apple HIGs, ensuring compliance with platform standards and best practices.
- Followed accessibility standards, specifically AODA (Accessibility for Ontarians with Disabilities Act), to ensure inclusive design for all users.
- Conducted and facilitated design walkthroughs with sponsor users, stakeholders, and developers, gathering valuable feedback and insights to inform design iterations.
- Collaborated closely with Business Analysts (BAs) to align the user experience with project requirements.
- Created user flows and detailed design specifications with annotations, providing clear guidance for developers during implementation.
- Successfully resolved design-related issues associated with cross-platform compatibility, ensuring a seamless and consistent experience across different platforms.

TD Bank

Jun 2018 - Feb 2019

Sr UX/UI Visual Designer (Contract)

- Designed exceptional and responsive app interfaces for HR and Managers at TD, enabling efficient management of approval requests for employee timesheets and expenses across platforms such as Fieldglass, Coupa, and ServiceNow.
- Created a customized mobile app, "MyApproval," utilizing the Sapho Builder framework, providing a tailored user experience for streamlined approval processes.
- Collaborated with stakeholders to establish project goals, priorities, and user flows, ensuring alignment with business objectives.
- Participated in team mood-boarding sessions to define color theory and pattern libraries, fostering a cohesive visual identity across applications.
- Developed wireframes and high-fidelity prototypes, enabling effective visualization and communication of design concepts.
- Conducted visual design inconsistency audits, aligning design communication standards with business goals for various OMNI products within the DCX.
- Produced a significant number of design artifacts for the Design System, contributing to the establishment and maintenance of a comprehensive and reusable design resource.

IBM

Nov 2014 - Jun 2018

Sr UX/UI Designer

- Designed multiple enterprise apps as part of the Apple & IBM Partnership, leveraging IBM's big data and analytics capabilities in combination with Apple's renowned consumer experience. These apps empowered companies to achieve heightened levels of efficiency, effectiveness, and user experience.
- Collaborated with cross-functional teams at Apple, IBM, and client visits to establish client-focused designs, ensuring alignment with business goals.
- Prioritized features and set design directions to guide design decisions throughout the projects.
- Applied the Design Process and actively participated in IBM Design Thinking workshops during client visits, gathering requirements, identifying pain points, creating wireframes, facilitating ideation sessions, prototyping, and conducting visual design testing.
- Mentored fellow designers in the team, inspiring mobile-first and web design solutions that aligned with project objectives, and provided constructive feedback to peers.
- Adhered to iOS human interface guidelines while executing designs for iOS apps, ensuring a seamless and intuitive user experience.
- Created compelling presentations for client workshops and business proposals, effectively communicating design concepts and strategies.
- Delivered exceptional user experiences for various industries such as Banking, Energy & Utilities, Travel & Transportation,

etc. Examples of these solutions can be found at:

<https://www.ibm.com/mobile/mobilefirst-for-ios>

- Designed dashboards, data visualizations, infographics, posters, and newsletters, contributing to effective data communication and engaging visual assets.
- Contributed to the success of IBM's Apple Services, collaborating on design initiatives and delivering impactful design solutions. Learn more at:
<https://www.ibm.com/services/apple-services>

Certifications & Education Qualifications

- Figma Certified from Udemy – Jan 2022
- HTML and CSS Certified from Udemy – Feb 2022
- 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.
- 2003-2005: Masters in Drawing & Painting from Jiwaji University, Gwalior, India
- 1996-2000: Bachelor of Commerce from Delhi University, Delhi, India