

SUMMARY

Experienced UX/UI designer who is driven, respectful and collaborative. Passions in implementing user-friendly solutions through concept development in human-centered design, user-psychology, design strategies, visual design, and social design. Purposeful at creating user-friendly design concepts and content through wireframing, prototyping, storyboarding, user and journey mapping, composition, typography and layout as well as workflows and ideation workshops. High level technical expertise in building communication deliverables and business development process to engage clients and customers.

PROFESSIONAL EXPERIENCE

Freelance Visual Designer 09/2013 - Present
Surtaal Dance Company

- Crafted brand identity and reusable assets such as logo, typography, layouts, printed collateral, photography, videography, social media campaigns and in studio photoshoots
- Designed marketing collateral and implemented front-end web design on Wordpress for the concept development of the company and artist

Lead UI/Visual Designer 05/2018 - 04/2020
Northeast Dupage Special Recreational Center (NEDSRA)

- Designed a creative strategy for fundraising events by creating visual frameworks, increasing non-profit fund revenue by 5% and setting a benchmark and focusing on human-centered design and service
- Translated design and feedback insights and organization budget into diagrams and info-graphics for annual service report
- Created communication deliverables such as flyers, posters, mailers, worksheets, seasonal brochures, website graphics, slide decks, and social media graphics and using the newer design thinking process to receive a \$20K grant

Lead UI/Visual Designer 06/2015 - 03/2018
BV USA Enterprises, Inc.

- Launched a new product line by leading the creative strategy and designed the design deliverables such as logo, info-graphics, trade signs, photography, packaging and product advertising to generate leads and traffic
- Developed E-commerce website with new user flows by researching design patterns and user testing that reduced bounce rate by 6% leading to traffic across all digital platform and increased the social media followers by 35%
- Contributed to internal initiatives such as design procedures and company policies and team-building exercises. Organized creative briefs, projects, deadlines, created templates for design team, and managed design procedures, feedback and research

Graphic Designer 10/2014 - 06/2015
Owen's Worldwide Enterprise Network, Inc.

- Created display ads for more than 40 dealerships and magazine covers for weekly issues for three magazines and built files for both high-quality print and digital output process for remote printing
- Edited imagery and art to be used in the ads and used color, typography, composition, and layout to create themed covers and visuals that are editable each week through multiple sequencing

Graphic Designer 09/2013 - 01/2014
MSRF, Inc

- Involved in designing blueprints and visual art for packaging of food gifts and participated in ideation workshops for seasonal designs
- Created prototypes in studio of digital product and hands-on samples of mockups for client presentations, enhancing customer experience

EDUCATION

UI Design - 10 months intensive course 09/2020 - 08/2021
CareerFoundry

Bachelors in Fine Arts in Graphic Design 09/2009 - 12/2012
Columbia College Chicago

LEADERSHIP QUALITIES

- Team Building
- Presentation Skills
- Written and Verbal Communication
- Organizational Skills
- Time Management Skills

UX:

- Design Principles and Heuristics
- Wireframing and Prototyping
- Interaction Design and Animation
- UX Fundamentals and User Psychology
- Interpreting Business Requirements

UI:

- UI Elements, Patterns, and Hierarchy
- Style Guides
- Mobile App Design
- Design Systems
- Responsive Web Design
- Responsive Grids
- Symbols and Iconography

USER RESEARCH:

- Usability Testing
- A/B Testing

VISUAL DESIGN:

- Brand Identity
- Visual Design
- Photoshop Manipulation
- Multiple Page Layouts
- Email Campaigns
- Digital Graphics and Banners
- Motion Graphics
- Graphic Design
- Vector Creation
- Product Photography
- Annual Service Reports and Brochures
- Social Media Content

TOOLS

- Adobe XD
- Adobe Creative Suite
- Sketch
- Adobe After Effects
- Figma
- Adobe Lightroom
- Atom
- Final Cut Pro

LANGAUGES

- English Native
- Marathi Conversational
- Hindi Conversational