

## SUMMARY

- 5+ years of professional work experience in cross media fields like UI UX Design, Visual Design, Web Design, Graphic Design and Motion Design.
- Worked with companies like Fidelity Investments, Akamai Technologies, Visual BI Solutions in the Financial, Cloud Computing and Data Driven areas.
- Skilled at an expert level in design tools like Sketch, Invision, Flinto, Adobe Creative Suite and web technologies such as HTML5 CSS3, Foundation, Bootstrap and Java Script. Also, continuously updating my skillset with emerging prototyping technologies like Invision Studio and existing tools like Origami and FramerJS.
- Collaborated with developers on iOS, Android and web technologies by providing them detailed UI/UX assets such as High Fidelity screens, Wireframes, Interactive Prototypes, Style guides and Icons.
- Extensive knowledge in developing websites from the ground level; Sketching wireframes, building prototypes and develop full-fledged web pages.
- Provided analytical consultation and assessment to design projects by providing UI/UX design expertise which helped speed up and improve the quality of these projects.
- A team player who loves collaborating with fellow designers, developers and product managers but can also be a reliable source to work individually on a given project.
- Worked remotely with teams to deliver designs based off JIRA stories and regular meeting calls.
- Experienced in designing brand guidelines and design libraries where I follow a structured design process such as the Atomic Design approach.
- Designed logos, branding collateral and other multimedia marketing material using my skills in Typography, Color Theory and core Graphic Design methodologies.
- Proven to be equipped with innovative design skills and capable of handling stressful situations under a tight deadline with the right attitude.
- Adapted to a multitasking environment by working on web design/development projects along with motion design ads by using project managements apps like Trello, Github and JIRA.
- Mentored entry level teammates by sharing my design and code skills leading to a successful and fast paced growth of the design team.
- Possess a strong perspective of UX design and can convey them effectively through powerful verbal and visual skills to the users

## EDUCATION

**Masters in Fine Arts, Graphic Design**  
Boston University, 2017 [GPA 3.7]  
Interaction Design, Typography,  
User Experience Design,

**Bachelors in Engineering, Comp Sc.**  
University of Mumbai, 2013  
Human Computer Interaction, Mobile  
Computing, Front End Design

## SKILL SET

Workflows (storyboards)  
User Scenarios, Use Cases  
Low & High Fid Screens  
Interactive Prototypes  
Information Architecture  
Responsive Design  
Atomic Design System  
Data Visualization  
A/B Testing  
Usability Studies  
Journey mapping  
Motion design

## TOOLS

Sketch, Adobe CS  
Invision, Invision Studio  
Axure, Balsamiq  
Origami Studio, Flinto

## WEB TECHNOLOGIES

HMTL5, CSS3, WordPress,  
JavaScript, Bootstrap,  
Foundation

## EXPERIENCE

**UX Designer,**  
**Fidelity Investments**  
July 2017 – May 2018

### Target Asset Management

- Worked with stakeholders, Product managers and product owners to discuss the features, limitations and scope of the project.
- Provided solutions in the form of sketches, mockups and wireframes to communicate user flows and interactions. Worked with the engineering team by providing high fidelity screens and assets required for the product development phase.
- Created interactive prototypes using Invision for the sales team which were tested with customers
- Gathered feedback and provided quick spot fixes during calls based on the pain points and technical difficulties

### Portfolio Advisory Service

- Collaborated with fellow UX designers, Visual designers, UX Researchers and Content Strategists to work on a financial portfolio advisory service application where I concentrated on the Profile Questionnaire part of the project.
- Participated in a war room strategy to identify the similarities and differences between development strategies followed by other products teams within the company. Strategized plans for following a streamlined design approach for the product UI design
- Consolidated a 5-step web questionnaire by organizing similar input fields together to decrease load time and provide a smooth user flow.
- Designed custom icons for the marketing and engineering team to be used for the product website and application.

Initiated the use of Symbols in Sketch and plugins like Flexbox, Sketch Runner etc. to increase efficiency in creating designs for new and existing products.

**Web Designer,**  
**Boston University**  
**MET IT College**  
Dec 2016 – May 2017

### Metropolitan IT College Website Redesign

- Was responsible as the sole designer in remodeling, restructuring and transforming the MET IT College website to give it a modern sophisticated look.
- Structured and prioritized the content of the website to make important and daily visited pages intuitive and quickly accessible.
- Worked with the Multimedia Specialist Director to gather requirements and create low & high fidelity wireframes for the website.
- Built custom theme pages in WordPress using HTML5, CSS3 and incorporated JS plugins in to the web pages for increased interactivity.

Designed the MET IT college brochure using Adobe Illustrator and Adobe Photoshop

**UX/UI Designer,**  
**Akamai Technologies**  
May 2016 – Dec 2016

### WAP (Website Application Protection)

- Conducted target audience research to understand the various clientele working with the company.
- Designed the enrollment flow leading to the client security dashboard where the user could monitor and track DDOS attacks.
- Conducted meetups with developers to learn technical constraints and accordingly created quality designs by applying product development methodologies.
- Worked on a data visualization project to represent BotNet IDs over a world map. The challenge was to plot the trigger emissions of different bots with conditional formatting applied.
- Participated in weekly sprint meetups with the security team to gather requirements and information about the upcoming features of the security products.
- Followed the agile methodology of project management for the successful completion of the project.

**UI/UX/Visual**  
**Designer,**  
**Freelance**  
Sep 2014 – Aug 2015

### Yoku (Website + iOS App design) [yoku.in](http://yoku.in)

- Helped kick start the coupon cashback based startup by designing the company logo, branding and other marketing collateral.
- Studied the target audience behaviors and emotions and creatively strategized on how to tap the desired user needs.
- Documented a brand guideline for the website and the iOS application.
- Converted the website design screens to HTML, CSS and JS web pages.
- Organized brainstorming sessions with the CEO and the development team to discuss the product scope, define features and learn about the technical limitations.
- Created sketches and low fidelity mockups to discuss the user flow and tested the possible user scenarios using wireframes.
- Worked alongside the development team in building the application. Created interactive prototypes to elaborate the user flow, design assets and style guides to help with the production.

### GetSetGig

- Defined the digital music community website brand with a new and chic logo.
- Worked on a 4-page brochure design using Adobe Indesign and Illustrator.
- Designed the website by collaborating with a remote development team and provided them with mockups and high fidelity screens for the same.

### Asian Wok + Mint

- Designed a modern menu card for an Indo Chinese restaurant based out of Mumbai, India. Emphasized on integrating the restaurant theme by the effective use of symbols and icons.
- Worked on marketing material like posters, banners and standees for social media marketing and pop-up food events.
- Coordinated with a content writer to design the Hair Salon newsletter which was published in both print and digital formats

Created responsive web designs, email templates, brochure design, e-magazine pages, motion graphic explainer videos for education startups, construction, finance advisory and tech companies

### **Graphic Designer Visual BI Solutions**

Sep 2014 – Feb 2015

### Visual BI Solutions Website

- Accelerated the official website's design process with modular and modern graphic content which provided the marketing team a boost before the release deadline.
- Provided digital and print ready designs for promotional campaign standees and banners.
- Designed responsive icons for mobile and web applications. Ensured all source artwork were converted to print-ready status and provided on-site spot fixes for printed output during the pre-press process

### **Graphic/ Web Designer, Inscripts**

May 2013 – Sep 2014

- Worked with a close-knit team of developers to re-factor the iOS and Android application design of in house products to improve performance and overall UX
- Conducted training sessions for Adobe Photoshop and Adobe Illustrator

### ZenOpinion

- Extensively involved in design discussions and user experience sessions to provide inputs on the layout and UX of the product website.
- Created sketches and mocks for the website and discussed the same with the team lead. Worked with a content strategist to structure the data in different web pages.
- Used HTML5, CSS3 and JS plugins to build the responsive web pages in the Foundation 4(Zurb) framework.

### CometChat

- Was part of a team of designers and developers to work on the chat application website where my focus was to follow best practices whilst creating web specific content for the different pages.
- Worked on the explainer videos for the different features of the product. These explainer videos were also divided into GIF snippets using Adobe Photoshop.
- Developed CSS styles with media-screen codes to maintain the uniformity of the web pages on various devices.

### DemoNinja

- Handled a product service 'DemoNinja' which specialized in creating explainer and demo videos. Used Adobe Premier Pro and Adobe After Effects to animate and edit these product explainer videos.