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SUMMARY:

- Experienced UI/UX Designer with over 8 years of experience in the stream. Excellent reputation for resolving problems and improving customer satisfaction.
- Creating wireframes and mockups for Mobile apps and website.
- Expertise in creating compelling front end user interfaces using UXpin, Axure, Sketch and Adobe Creative Suite, iRise, HTML 5, CSS3, SASS, JavaScript Libraries.
- Familiar with UX considerations for mobile applications and cross platform compatibility.
- Extensive experience in Mobile App design, creating the mockups and wireframes for the application for the mobile view
- Familiar with Adobe Creative Suite and various UI/UX design tools for creating Wireframes and prototyping.
- Developed complete website using just Bootstrap as the design alternative.
- Designed the backbone and structure of the application before the design and development process.
- Skilled in creating innovative designs and interactions, with a passion for good user experience.
- Provided UX services including interpreting requirements, creating concept designs, producing detailed design documentation, and facilitating design walkthroughs.
- Mentored Full Stack and Front End Developers about UX and Usability to achieve required goals
- Professional understanding of Software Development life cycle (SDLC) as well as various phases such as Analysis, Design, Development and Testing.
- Skilled in creating innovative designs and interactions, with a passion for good user experience.
- Proficient in developing an application with open source tools and technologies like JQuery, AJAX, Bootstrap, etc.
- Experienced with adapting visual designs into dynamic websites. Thorough understanding of web standards and familiarity with current trends in web design and online environments.
- Experienced with designing modifications to web sites for improved user experience.
- Hands on expertise skills include functional programming in JavaScript, front - end design patterns, managing technology, mentoring junior developers, solving difficult UI problems and enterprise grade code quality.
- Created Data Visualization for several e-commerce clients using in fogram and Power BI.
- Experience working on scalable environment in Agile and Scrum Methodologies.
- Expertise with Web technology tools such as Adobe Dreamweaver, JavaScript and JQuery.
- Developed app interactions, designed prototypes using Adobe XD and InVision.
- Designed preliminary user interfaces with hand - drawn sketches and wireframes in Sketch and Axure.
- Wireframe ecommerce website, payment app and pie company
- Strong understanding of Site Mapping, Sketching,
- A/B tested features and product language of the mobile app and website
- Produced several interactive pages for web site using Axure RP Pro.
- Interviewed and surveyed users to understand needs and pain points
- Discovered and leveraged customer insights to create a better shopping experience
- Strong command on design tools: Sketch, Adobe Photoshop, Adobe XD, Adobe InDesign, Adobe Audition, Balsamic, Axure RP, In Vision, Marvel.

TECHNICAL SKILLS:

Design Skills	User Interface, User Experience, Development & Design, graphic design, Responsive Web Design, Visual Design
UI/UX Design Tools	Wire framing for both Mobile and Desktop based apps,Photoshop, Illustrator, Mockups, Web UX Design, Sketch, Visio, Webpack, Adobe Creative Suite, Visual and Graphic Design principles
Design Frameworks	Adobe Creative Suite, Sketch, InDesign, Visio, Adobe Illustrator, Axure, Invision.
Java Script Library	Angular.Js, Node.Js, Backbone.JS, Bootstrap, CoreJs, React.Js
Web Technologies	HTML4/5, CSS2/3, SASS, JSON, JavaScript, JQuery, JQuery UI, JQuery Mobile, Angular JS, React JS, Angular JS material design, Bootstrap. CMS: WordPress, Process

	wire
Database	Firebase, SQL Server, MongoDB, MySQL
Testing	Usability, Accessibility and User Research.
IDE	Eclipse, My Eclipse, Visual studio
Version Control & Testing Tools	Git, SVN, GitHub
Operating Systems	Windows, Mac, Linux/Unix.
Workflow and Delivery	Responsive Web Design, Mobile Development, Single Page App, Cross Browser compatibility

PROFESSIONAL SUMMARY:

Client: Ford, Charlotte, NC   **Sep'2022 – Till Date**
Role: Sr. UI UX Designer
Responsibilities:

- Completed UI UX design with Photoshop, Illustrator and sketch for web-end and mobile end.
- In Charge of corporate branding, interactive materials for content Management.
- Involve in User Research and Usability testing for both Web and Mobile Design for the digital applications.
- Responsible for creating mockups and wireframes for the business requirement after consultation and meeting with the Product Managers. The regular design tools, which I use, are iRise, Sketch, UXpin, and Zeplin.
- Worked on Adobe Creative Suite for the design requirements and Mockups.
- Conceptualized and executed the creative ideas and next generation of branding to life across all channels, images, collaterals, web projects by industry standard and trends.
- Designing Assests for Various components and Machines using Adobe illustrator, Adobe Photoshop, Adobe XD and Invision.
- Collaborating with the software team to manage consistency in the Ui.
- Designed new brand logo based on company's culture and business concepts
- Responsible for being the bridge between the UX designers and the core developers.
- Used Axure RP to create interactive wireframes for Dealer Payment portal with Ford Pass.
- Designed and developed user interfaces for web applications using HTML, CSS, SASS and JavaScript, with a focus on creating intuitive and visually appealing experiences for users.
- Worked with RESTful APIs to integrate back-end functionality into front-end interfaces, ensuring smooth and efficient communication between server and client.
- Worked with Redux to manage state across multiple components, and utilized React Router to manage client-side routing and navigation.
- Created wireframes, mockups, and prototypes using design tools such as Sketch, Figma, or Adobe Creative Suite, and presented designs to stakeholders for feedback and approval.
- Highly responsible for coding the User Interface for the Web part of the project using HTML5, CSS3, and JS frame work.
- Mentored multiple teams, business leads, and developers about User Experience and Interaction design for all digital platforms, both for Mobile and Web.
- Responsible for making the Web page user friendly and responsive (RWD) for all the digital platforms, mostly involved with Bootstrap and CSS3 Media Queries.
- Have worked quiet in converting the design files into the HTML/CSS/JS coded pages while making sure the look and feel stays the same.
- Implemented AngularJS application to follow strict MVC patterns for improved source code maintenance.
- Designed and elaborated various screens using HTML, CSS, JavaScript and jQuery for the Web and UX Center of Excellence department of Ford.
- Fairly used JQUERY, Angular JS to create interactive web applications like message posting and auto complete form validations.

Environment: Sketch App 3, Axure, UXpin, Zeplin, Responsive Web Design, React.Js, Usability Test, User Research, HTML/HTML5, CSS/CSS3, SASS, JavaScript, Bootstrap, jQuery, JavaScript

Client: Stifle, St. Louis, MO   **Jan'2021- Sep'2022**
Role: Web UI/UX Designer
Responsibilities

- Involved designing mock-ups for mobile web Application (iOS, Android) mostly using Sketch, Sketch and Adobe Creative Suite.
- Used Axure to create wireframes for mobile-based applications before the development process.
- Created a user-friendly and intuitive user experience architecture, analyzing and implementing user feedback, as well as supporting teams that are responsible for developing the user interface
- Creating Web application architecture by creating User flows. Once the end client approves the architecture the design and development team gets to work.
- Created wireframes for Mobile based application on Axure, for the mockups I prefer Adobe Creative Suite.
- Contacting the clients and working on the UX research and design the prototypes of Invision and eventually converting the look on the HTML/CSS/JS platform.
- Created wireframes for complex user interface designs in both Balsamic and Illustrator.
- Advocates for the users' experience and a user-cantered design approach to feature development
- Evolves and matures UX design & engineering approach within an agile development organization
- Enhanced the design workflow by introducing Axure and Invision which allowed for quicker results of prototypes for testing
- Established a mobile experience plan for content creation.
- Focused on and excelled at UX Design and Information Architecture and fast iteration.
- Managed the company's graphic projects from conceptualizing to delivering the final design that helps the company be consistent while trying out new trends.
- Created Figma design system/library with complex Auto Layout.
- Created component prototypes and added interactions to Prototypes.
- Researched and developed SaaS cloud products and services for users
- Worked on responsive Web Pages with Breakpoints.
- Responsible for design the web pages from mockups and Wire framing mostly using Axure.
- Created early prototypes, wireframes, user flows and user interactions according to the client instructions. Heavy p to the visual design
- Communicated with the FRS clients for product design.
- As UX researcher I've done through observation techniques, task analysis, and other feedback methodologies.
- Responsible for creating efficient design and developing Graphic User Interaction screens using HTML5, CSS3, JavaScript and Bootstrap.
- Written controllers and components that are responsible to hold model data, call back functions and for rendering views
- Used Bootstrap to show and hide classes for different and grid classes to create RWD.

Environment: Axure, Sketch, Illustrator, HTML5, CSS3, JavaScript, JQuery, Bootstrap, AngularJS, Bootstrap, JQuery UI, RWD (Responsive Web Design), Wire framing for mobile design.

Client: Protective Insurance, Indianapolis, IN,   Jan'2018 – Dec'2020
Role: UI/UX Designer
Responsibilities:

- Requirements gathering, put into user flow diagrams, translate into UI/UX and do the design.
- Work in the discovery phases of projects, partnering with different groups to get different ideas & gather requirements for the project.
- User research and building UI/UX artifacts.
- Help build out pathways and digital features.
- Help out with discovery stages and design as Link builds out products
- Plan, organize workshops, ceremonies, get into design phase, working in SCRUMS & working on user stories through project management tool (DevOps)
- Work in Adobe design suite
- Work with tools like Figma and Adobe XD.
- Help Corduro with web design and prototyping.
- Create responsive html landing pages.
- Worked on high profile or complex projects, and may lead projects or teams of user experience design specialists, including content strategists, information architects, user interface designers, visual designers, and developers.
- Created Wireframes for 6 different projects, where each project had to be on Mobile platform, preferred Sketch and Axure.
- Responsible for developing and executing design solutions for projects.
- Developed and executed customer experience solutions by employing a broad array of user centered design tools including: customer experience brief, site strategy, wireframes or visual mockups, site layouts, site maps, taxonomies navigation schematics, task flows, design briefs, key screens, templates, prototypes Assesses business, user and technical requirements.
- Creating the Application architecture on Visio.

- Provided new concepts, mockups, wireframes, diagrams, and interactive wireframes as requested.
- Updated existing software architecture in multiple applications to provide best UX solutions.
- Worked with all levels of management and customers to determine existing pain points and issues that could be addressed through better UX practices and innovation.
- Craft graphic elements, assets, and visual treatments that adapt and flow with responsive design systems
- Designing client side screen used Axure, Photoshop.
- Used AngularJS as framework to create a Single Page Application (SPA), which can bind data to specific views and synchronize data with server.
- Displayed tabular data using AngularJS by applying filters on the table data.
- Implemented form validations across the site using JQuery and JavaScript.
- Designing responsive pages using Bootstrap and CSS3. Developed bootstrap carousel, tooltip, navbar, dropdowns, communication forms etc.
- Creating responsive animations using JQuery, JQuery Mobile
- Designed the front-end applications, user interactive (UI) web pages using web technologies like HTML5 (Local storage, Data-dash)/CSS3, Angular JS and Bootstrap.
- Redesign the App using technologies of HTML5, CSS3, JS, Angular JS and JQuery.
- Developed page layouts, navigation, animation buttons and icons.

Environment: Adobe Creative Suite, Sketch, Visio, AngularJS, Bootstrap, RWD, Mobile design wireframes, HTML5, CSS3, JavaScript, JQuery, Bootstrap, User Experience Design (UED), Figma(Software).

Client: HCA, Nashville, Tennessee,   **Dec'2016- Dec'2017**
Role: Associate UX/UI Designer
Responsibilities:

- Collaborated with product management and engineering to define product direction, visuals and experience
- Created wireframes, user flows, site maps, low-fidelity and high-fidelity mockups, and interactive prototypes to effectively communicate interaction and design ideas
- Created, organized, and updated design style guide for web and mobile applications
- Developed UI mockups and prototypes using design software tools
- Prepared and presented designs to internal teams and key stakeholders
- Used Adobe Creative Suite to create demonstration for the client.
- Communicated with the decision makers about the design requirement and worked on the design using Photoshop, and eventually created HTML/CSS/React JS for the same.
- Designed and developed detailed, custom interactive user experience design used to aid in the selection of class rings. Results, Increased product application range from one ring style to over a dozen styles with numerous customizable features which attracted new business.
- Handling various issue regarding Cross Browser Compatibilities.
- Conceptualized, planned and executed original designs for a wide range of website properties.
- Responsible for designing and developing website using CSS and HTML.
- Used JavaScript for validations.
- Extensively used SASS (Syntactically awesome style sheets) while styling with CSS3.
- Implemented JavaScript for client side validations.
- Resolved some cross browser issues.

Environment: HTML, CSS, SASS, JavaScript, Content Management System (WordPress), Sketch, Adobe Creative Suite.

Client: Max Vision, India   **Sep'2015- Nov'2016**
Role: Web Designer
Responsibilities:

- Instructional Designer for Web-based Training Modules & CBT, E-Learning
- Created web sites and web-based training using DHTML, JavaScript, CGI Scripts, Dreamweaver, and FrontPage. Modify media for delivery via internet/intranet.
- The responsibilities included but not limited to Visualization, development and implementation of different CBT tutorials.
- Work along Design templates, graphic styles for e-learning course.
- Involved in creating Wireframe concepts and Story board using Photoshop, PowerPoint.
- Involved in creating Graphical UI design with tools like Flash, Photoshop and Illustrator.

- Responsible to create Framework Layout design, styling and produce a branding standard like logos, icons, buttons, components etc.
- Managed a team of Subject Matter Experts (SMEs) and Instructional Writers in the development of Instructor-led and Computer-based training (CBT).
- Wrote SQL Queries to fetch data from SQL Server and Access database
- Designing the background for the presentation and chapters for different grades using Photoshop.
- Defined and documented UI best practices for CSS and JavaScript patterns, Site core team development, deployment, and testing processes; defined best practices for Site core development
- Designed CBT covers and Backgrounds.
- Created images, graphics, animations and illustrations using different media
- Participated in bug fixing with QA team which involved cross browser testing as well as load and performance checking.
- Was responsible for web server administration, uploading the files using Ftp and to ensure routine backup procedure
- Implemented corporate CBT program. Worked with IT department to set up the infrastructure including a PC/CBT Learning Center and CBT work stations at remote sites connected to a LAN training administration and tracking system
- Develop and administer ISD system, multimedia design guidelines, authoring templates, and style manual for a corporate training department
- Created and edited 2D graphics for print, CBT, and web development using graphics tools such as Corel Draw, Photoshop, Image Ready, Visio, and Hyper snap-DX screen capture.
- Handled the responsibilities of providing training workshops for PowerPoint presentations.
- Produced interactive learning games and exercises.
- Transformed traditional classroom training materials and technical documentation into visually stimulating online courseware.
- Produced graphics and multimedia content for e-learning products (CBT and WBT).
- Delivered new client orientation and third-party reporting software training.

Environment: HTML, CSS, JavaScript, Content Management System (WordPress), Sketch, Adobe Creative Suite, Photoshop, Illustrator, PowerPoint, SQL,