

Personal

LOGO

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Name Surname

UI • UX • VISUAL DESIGNER

Talented designer of user-experience design with the proven know-how to combine creative and usability viewpoints resulting in world-class applications. Practical success optimizing user engagement for brands. Expert in providing a compelling user experience to improve brand loyalty, customer retention and visit-to-order ratios. Currently based in San Mateo, CA.

LINKEDIN
profile

(555)-555-5555
phone no

email@address.domain
email address

PORTFOLIO
online

KEY STRENGTHS

- Working on UI/UX design for a Predikt, Sketch & build functional prototypes, mock-ups for Web-based Hiring Software. Team Player
Self-motivated
- Designed E-commerce Mobile application and Fitness based Apple Watch wearable app design using UX processes (User research, Ideation, Usability testing, Wireframing, Prototyping) Self-Learner
Optimizing
- Background in Information Technology and Web development, worked on web application which calculates shortest route between 4 to 5 places using HTML, CSS, JavaScript and, Advanced Java Improving
Designing

PROFESSIONAL BACKGROUND

Employer Name – Sunnyvale, CA | Jun 2015-Present

USER EXPERIENCE & UI DESIGNER

- In-charge for designing the UX and UI for a Hiring Software to be used by large companies.
- Liaised with the Product Manager, structured the user flow, wireframes and prototyping for web application.
- Working on usability testing internally with product manager and externally with customers, then iterating according to the user behavior.
- Used Axure for wire framing and prototyping, Photoshop / Illustrator for a Design, Html5 / CSS / Bootstrap for making website.

Employer Name – India | Jun 2011-May 2012

COMPUTER ENGINEERING INSTRUCTOR

- Taught courses on Computer Graphics and Computer Fundamentals to a class of above 50 students.

EDUCATIONAL BACKGROUND

Web and User Experience Design | 2015

UNIVERSITY OF CALIFORNIA Santa Cruz Extension – USA
Certificate Course | GPA: 3.96

Bachelor's in Information Technology Engineering | 2011

SHIVAJI UNIVERSITY – India
GPA: 3.45

VOLUNTEERING

Volunteer Web Development | 2015

BEAUTY SALON – Sunnyvale CA

- Designed and developed a website for Beauty salon to give the business a fresh look and to take appointment online.
- Built wireframes in illustrator, designed in Photoshop, used Html/ CSS/ JavaScript for website.

CONTRACT PROJECTS

User Experience Research/Design for Educational Toys Ecommerce Mobile App

- Designed an e-commerce website for simulated client, created a strong web presence that reflected their brand image and delivered a valuable user experience.
- Conducted various research methods (interviews, heuristic analysis)
- Built Wireframes using Balsamiq and clickable mockups using Invision design.
- Produced user flows, site map, sketches, wireframes and the final prototype.
- Designed a mid-fidelity mobile app which solve the problem simply and effectively

Visual & UX Design for Livestrong Apple Watch iOS application (Wearable app design)

- Livestrong has a health and fitness mobile app, I created a design for Apple Watch application.
- Brainstormed on various ideas for app and created initial sketches. Built hi-fidelity prototypes using Photoshop.
- Produced user flows, site map, sketches, wireframes, UX strategy blueprint and final high fidelity prototype

Visual Design for the Art and Craft studio

- Redesigned an existing website, made flat design layout. Worked on branding, Typography, colors & easy Navigation.

Graphic Design for Pop Workout Music CD

- Designed Logo, Typography for the content on the CD.
- Created paper sketches, and transformed into final design after testing color palette / background images.

Design Tools

Adobe Photoshop CC
Adobe Illustrator CC
Justinmind Prototyping
Balsamiq wireframing
Draw.io for Flowcharts
Axure prototyping
Proto.io prototyping

Programming

HTML 5 | CSS
JavaScript | PHP
C | C++ | Java

UX Design Methods

User Analysis | Branding
Persona | Usability testing
Brainstorming | Storyboarding
Sitemaps | Wire framing
High fidelity visual design
Clickable Prototyping
Heuristic Evolution