

Client Name

Senior UX Designer

Creative and detail-oriented professional with extensive experience in gathering user requirements, building navigation components, designing graphics/user interface elements, illustrating design ideas, and creating original graphic designs. Skilled in ideating and executing transformative UX/UI/Visual designs across a spectrum of industries. Demonstrated prowess in leveraging data visualization and UX research to elevate user experiences and utilize strategic approach for product marketing to propel client engagement and satisfaction. Excel in applying data visualization techniques and UX research findings to demystify complex data and enhance user comprehension and engagement across various projects. Adept at establishing and maintaining brand identity across multiple platforms, employing strategic design initiatives to drive customer interest and ensure brand recognition.

Areas of Expertise

- Rapid Prototyping
- A/B Testing
- UI/UX & Graphic Designing
- Web/Visual Design
- Data Visualization
- Wireframing
- Product Marketing
- Brand Identity
- Product/Interaction Design

Professional Experience

Tata Consultancy Services

2015 – 2024

Senior UX/Visual Designer

Developed and delivered UX/UI/Visual designs and prototypes for a range of platforms, including iOS, Android, consumer, B2B, and SaaS applications, serving high-profile clients, such as Verizon and Walgreens. Utilized data visualization and UX research to improve user experience and engagement across various projects. Drove product marketing strategies to boost customer acquisition and retention. Crafted detailed mockups, prototypes, and production assets, ensuring adherence to design specifications. Created compelling video content that articulated product features and advantages to engage the target audience.

- Achieved a 30% increase in user registration for the InvisAlign app through targeted design improvements.
- Enhanced customer satisfaction by 15% for Verizon Business Internet Portal by refining user interface elements.

Samsung MILK Music

2014 – 2015

Senior Visual Designer (Contractor)

Collaborated with cross-functional teams to conceptualize, design, prototype, and conduct user research for Samsung MILK Music, ensuring asset readiness for production and seamless project execution. Upheld design integrity by managing and maintaining comprehensive design specification documents. Applied problem-solving skills and versatility across UX, visual, web, print, and 3D design disciplines to adapt to and effectively execute multiple projects.

- Engaged in continuous learning to improve performance and implement creative solutions.
- Exhibited commitment to project completion, working extended hours when necessary to meet deadlines.

Oracle

2013 – 2014

Senior Designer (Contractor)

Developed and deployed banner ads and email campaigns to enhance Oracle's direct marketing strategies, ensuring cohesive web productions for Oracle.com. Leveraged extensive problem-solving skills to address complex design challenges, contributing to the effectiveness of marketing initiatives. Adapted diverse design expertise to create compelling visual content across multiple platforms, including UX, print, and 3D projects, while ensuring brand consistency and user engagement.

- Utilized critical thinking and 24 years of industry experience to devise creative solutions for marketing and design obstacles.
- Exhibited versatility by applying skills in UX, visual, web, and print design, demonstrating adaptability to various project requirements.
- Committed to continuous learning and performance improvement, staying abreast of industry trends and technological advancements.
- Maintained high productivity, working overtime and weekends to meet tight deadlines and project deliverables.

Box.com

2012 – 2013

Senior Designer (Contractor)

Developed design concepts and layouts for a range of digital assets, including mini-sites, email campaigns, web banners, and promotional brochures. Collaborated closely with cross-functional teams to ensure brand consistency and user engagement across all platforms. Enhanced user experience through the application of best practices in UX/UI design, adapting to the evolving needs of the digital landscape. Applied versatility in design skills to effectively transition between various types of projects, maintaining high standards of quality and creativity.

- Increased user engagement by applying innovative UX/UI design techniques to digital assets.
- Delivered comprehensive design solutions under tight deadlines, ensuring project continuity and client satisfaction.
- Demonstrated adaptability by successfully managing a diverse array of design projects, from web to print.

Additional Experience

Graphic Designer (Contractor), Sony (Reader Store)

Web/Graphic Designer (Contractor), Ziosoft, Inc.

Senior Web Designer, Palm, Inc.

Graphic/Flash Designer, Claria

Senior Designer, e21Corp

Senior Designer, 1Source, Inc.

Senior Designer, ISYS Global Internet Solutions

Senior Web/Graphic Designer, Pabulum Internet Advertising Agency, Inc.

Web/Graphic Designer, 1st WebSite Technologies, Inc.

Education

Bachelor of Fine Arts in Computer Arts Digital Multimedia

Academy of Art University, San Francisco, CA

Technical Proficiencies

Adobe Photoshop | Adobe Illustrator | Adobe Premiere | Adobe AfterEffects | Adobe XD | Adobe Creative Suite | Adobe InDesign | Figma | Sketch | Framer | Blender | Spline | CoffeeScript | HTML/CSS | JavaScript