

## OBJECTIVE

Seeking a position in the area of Interactive Media, which will allow me to use my technical expertise, artistic abilities for designing and building usable, accessible interfaces and websites on all devices. I make the complex simple, design, strategize, plan, shape behavior, architect and solve problems.

## SUMMARY

Remarkable experience in Responsive Web Design, HTML 5, CSS 3, SEO, Search Engine Marketing, WordPress and general Web site traffic metrics.

Six + years of experience and proven ability to analyze, design and implement new concepts based on client needs and expectations.

Experience in design processes and familiarity with core principles of design including information architecture, visualization, content organization and structuring, interaction design, user behavior, branding, color theory, navigation, and typography.

Expert in developing a cross platform and browser compatibility for dynamic web applications for whatever that device may be with.

Ability to provide support to various business applications with strong technical background paired with a deep understanding of human behavior.

## TECHNICAL SKILLS

Regularly Used: Adobe Creative Cloud Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Fireworks, Corel Draw, HTML-5, CSS-3, CMS, WordPress, ActionScript 3, MS Office Suite.

Familiar with: Adobe Creative Cloud: Edge Animate, Adobe Edge Reflow CC, Edge Inspect CC, After Effects CC, Premiere CC, Streamline, Pagemaker, Sound Forge, Final Cut Pro, Elastic Reality, JavaScript (jQuery), XML, SEO, SEM, MySQL and PHP.

## WORK EXPERIENCE

### UI/UX Designer (2006 - Present)

Develop Responsive Websites, Landing Pages, Micro-Websites, Email Blasts, Newsletters, Social Media Campaigns using HTML5, CSS3, Javascript, UI frameworks & Bootstrap.

Effectively build, motivate, and direct design as per requirement of the project that meets client's requirement for direct response marketing.

### Interactive Designer/Developer, URL Digital (2015 - Present)

Create responsive web designs, micro websites, mobile websites, landing pages, email blast and banner ads. Effectively build, motivate, and direct design as per requirement of a project that meets project's requirement. Design information architecture and user interface for on-screen applications, multimedia projects, graphic sketches and design.

UX specs, task flows, wireframes, site maps, storyboards, prototypes, visual design and design patterns.

### Interactive Designer/Developer, Gragg Advertising (2012 - 2015)

Develop websites, landing pages, and micro websites using HTML5, CSS3, and WordPress.

Lead resource for all user experience and information Architecture decisions, discussions, and deliverables.

Focus and specialties include user-centered design methodologies, visual design, interaction, information architecture and emerging standards.

Create responsive web designs, micro websites, mobile websites, landing pages, email blast and banner ads.

Effectively build, motivate, and direct design as per requirement of a project that meets client's requirement for the direct response.

Design information architecture and user interface for all screen applications, graphic sketches and design. UX specs, task flows, wireframes, site maps, storyboards, prototypes, visual design, design information architecture and user interface for all screen applications.

### **Web Designer, Builder Designs (2011 – 2012)**

Develop websites with HTML5, CSS3, and WordPress, and custom CMS.

Create websites, graphic designs and multimedia assets, blogs and mobile websites.

Effectively build, motivate, and direct design as per requirement of the project.

Design information architecture and user interface for on-screen applications, multimedia projects, graphic sketches and UX design using Adobe tools like Flash, Fireworks, Photoshop, Illustrator.

### **Graphic / Web Designer, kcwebspecialists (2010 – 2010)**

Develop and design using HTML, CSS, and WordPress.

Created new web development standards for visual styles.

Updated templates and produced additional functional components.

Ensured to document component test conditions before execution.

Effectively build, motivate, and direct design as per requirement of the project.

### **Instructor, Johnson County Community College, Overland Park, Kansas. (2008 – 2010)**

Provide Adobe certification training to adults, video editing, 2D animation, the web, and graphics.

Teach adults and students to create a vision, conceive designs, and consistently meet requirements.

Participate in various training to improve communication skills and information delivery.

### **HONORS & ACTIVITIES**

DEAN'S List, Fall 2007, Spring 2008, Fall 2009

### **EDUCATIONAL QUALIFICATIONS**

Associate Degree in Applied Science – Interactive Media (2010)

Johnson County Community College, Overland Park, Kansas

Completed 2 years towards Bachelors Degree in Business Commerce (1994)

Maharaja Sayajirao University, Baroda, Gujarat, India

### **PROFESSIONAL TRAINING**

PHP and MySQL basics for Dynamic Web Sites (2012)

Johnson County Community College

Career Certificate in Web Design (2010)

Johnson County Community College

Adobe CS3 Flash, Final Cut Pro, Search Engine Optimization, Pod casting, In design CS3, CSS, JavaScript, Computer Forensics & Investigation, Share Point Server : Collaborative Solutions, Communications Skills IT Prof. (2008)

Center for Business and Technology, Johnson County Community College

Diploma in 2D & 3D Animation (1999)

Itech Computer Education, Fatehgunj, Baroda, India

Diploma in Multimedia & Web Engineering (1999)

Arena Multimedia