

OBJECTIVE:

Seeking a position in the area of **UI / UX Designer** which will allow me to use my technical expertise, artistic abilities for designing and building usable, accessible interfaces and websites.

SUMMARY:

- Extensive experience in clearly communicating usability testing results and findings, as well as providing recommendations, and potential design solutions to developers, designers, and executive leadership.
- 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 cross platform and browser compatibility for dynamic web applications for multiple devices.
- Ability to provide support to various business applications through strong technical background paired with a deep understanding of human behavior.

TECHNICAL SKILLS:

Regularly Used: Adobe Creative Cloud - Photoshop, Illustrator, Experience Design, InDesign, Flash, Dreamweaver, Fireworks, Corel Draw, HTML5, CSS3, CMS, Bootstrap, WordPress, Drupal, Axure.

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, ActionScript, MySQL and PHP.

WORK EXPERIENCE:**UI/UX Designer
Present)****Kunalamin.com, Kansas City, MO (Nov 2016 -**

- Create wireframes and design the entire UI foundation resulting better user experience.
- Develop user personas and scenarios in order to enhance functionality and usability for key audiences.
- Design, build, and test interactive prototype to iterate and evolve design concepts of the projects.
- Deliver high quality design docs: sketches, sitemap, user flows, wireframes, mockups, specification.
- Collaborate with clients to rapidly iterate on custom UI solutions in Axure RP, Adobe XD, HTML, CSS, and saving dozens of hours of more expensive development time.

Interactive Designer/Developer**URL Digital, Overland Park, KS (March 2015 – Nov 2016)**

- Developed user personas and scenarios in order to enhance functionality and usability for key audiences.
- Defined information architecture and interaction design for several complex web applications using page/user flow diagrams, site maps, and interactive wireframes created in Axure and Adobe Experience Design.
- Created user experience research interactively testing designs using low- and/or high-fidelity prototypes.
- Conveyed design concepts and deliverables to business partners through in-person and remote presentations as well as through detailed and easily understood documentation.

**Interactive Designer/Developer
2015)****Gragg Advertising, Kansas City, MO (May 2012 – Jan**

- Planned and implemented UX strategies that reflected end user individuality while keeping the brand identity for to deliver best results.
- Prototyped visual design concepts, designed icons, and provided solution for a new navigation system, resulting in a better user experience.
- Integrated social media and other content, along with e-commerce and related services, throughout the user experience.

Web Designer**Builder Designs, Olathe, KS (March 2011 – Oct 2011)**

- Developed websites with HTML5, CSS3, and WordPress, and custom CMS.
- Created websites, graphic designs and multimedia assets, blogs and mobile websites.
- Effectively build, motivate, and direct design as per requirement of the project.
- Designed information architecture and user interface for on-screen applications, multimedia projects, graphic sketches and UX design using Adobe tools such as Flash, Fireworks, Photoshop, and Illustrator.

Graphic / Web Designer**KC Web Specialists LLC, Overland Park, KS (Jan 2010 – July 2010)**

- Developed and design using HTML, CSS, and WordPress.
- Created new web development standards for visual styles.
- Updated templates and produced additional functional components.
- Ensured document component test conditions are met prior to execution.
- Effectively build, motivate, and direct design as per requirement of the project.

Instructor**Johnson County Community College, Overland Park, KS (2008 – 2010)**

- Provided Adobe certification training to adults, video editing, 2D animation, web, and graphics.
- Taught adults and students to create a vision, conceive designs, and consistently meet requirements.
- Participated in various training courses 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

Career Certificate in Web Design (2010)

Completed 2 years towards Bachelor's 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, InDesign CS3, CSS,

JavaScript, Computer Forensics & Investigation, SharePoint Server: Collaborative Solutions,

Communications Skills IT Prof. (2008) - Center for Business & Technology, JCCC.

Diploma in Multimedia & Web Engineering (1999) - Arena Multimedia