

PROFILE A seasoned Graphic Designer with a strong UX foundation, adept at merging creative vision with research-driven insights. Expert in creating visually stunning, user-centric designs that enhance satisfaction and interaction. Skilled in translating complex concepts into engaging graphics and ensuring seamless, intuitive user experiences.

EDUCATION

Postgraduate degree in User Experience & Digital Marketing St. Lawrence College, Kingston 2022 - 2024
Bachelor of Design in Visual Communication | Unitedworld Institute of Design, Ahmedabad 2015 - 2019

EXPERIENCE

FREELANCE | GRAPHIC & WEB DESIGNER MAY 2024 - DEC 2024

- Designed an engaging responsive website for a Kingston-based food truck business, incorporating dynamic micro-interactions and a visually appealing interface.
- Delivered comprehensive branding solutions for local businesses such as Klaver Concrete, G&J Cleaning & Renovation, and Solarez Cleaning Services.
- Developed a user-centric website for Cambreeze India, a renowned Indian cooler brand, ensuring a modern and functional design.
- Crafted premium design collaterals for a high-profile collaboration between Porsche and Makoba for an event in Ahmedabad, India.

CITY OF KINGSTON | UX DESIGNER JAN 2024 - APR 2024

- User-Centric Research: Conducting thorough user research through surveys, interviews, and usability testing to understand the unique challenges and requirements of students searching for housing information and services. Leveraging these insights to develop solutions that directly address their pain points.
- Collaborative Strategy: Working in close collaboration with stakeholders, including city officials and community representatives, to align on project objectives and establish a clear roadmap. Prioritizing features that maximize user satisfaction and deliver measurable improvements in service accessibility and efficiency.

ST. LAWRENCE TEACH@SLC Portal | UX RESEARCHER & DESIGN SPECIALIST SEPT 2023 - DEC 2023

- Creative Design Solutions: Conceptualized and created an extensive range of print and digital materials to support campus-wide initiatives. Deliverables included event invitations, dynamic digital signage, engaging social media graphics, eye-catching posters, informative brochures, impactful presentations, and various promotional assets. These designs successfully captured the essence of the institution's brand while ensuring high engagement and visual appeal.
- Redesigning the Student Support Page: Led a transformative overhaul of the student support page, prioritizing a user-centric approach. Conducted in-depth user analysis through client consultations, heuristic evaluations, and competitive benchmarking to identify pain points and opportunities for improvement. The redesigned page achieved a 32% increase in user satisfaction and usability, enhancing accessibility and providing a streamlined experience for students seeking academic and administrative support.

OAT & MILL, CANADA | WEB DESIGN INTERN MAY 2023 - AUG 2023

- 3D Packaging Integration: Designed a visually compelling 3D packaging concept for the client's product line, carefully aligning with their brand identity. Successfully integrated the approved design into the client's website, enhancing the overall aesthetic and creating an engaging digital showcase for the product.
- Wireframes and Prototypes: Developed multiple wireframes and interactive prototypes to effectively communicate design concepts and user flows. These prototypes provided a clear visual roadmap for the website's functionality, ensuring a seamless user experience and efficient collaboration with stakeholders.
- Collaborative Design Contribution: Actively contributed to team design critique sessions, providing constructive feedback and presenting innovative solutions to challenges. This collaborative effort led to noticeable improvements in the creative process and significantly elevated the quality of the final design outputs.

EXPERIENCE

TATA CONSULTANCY SERVICES | VISUAL & UX DESIGNER

SEP 2019 - SEP 2022

- Demonstrated a profound understanding of design principles and human interaction principles by creating emailers, invitations, and presentations for US Bank that adhered to brand guidelines and effectively communicated key messages.
- Designed and executed a series of visually appealing and user-friendly email templates, leveraging interaction design and usability principles, which increased open and click-through rates by 25%.
- Verified user interface designs through reviews, validations, and user testing, ensuring optimized experiences that enhanced user satisfaction and functionality.
- Collaborated with cross-functional teams to design responsive layouts with micro-interactions, improving user experience and increasing user retention by 15%.
- Partnered with coders and developers, applying basic knowledge of HTML, CSS, and JavaScript, to bridge the gap between design and development, ensuring seamless implementation of design elements.
- Conducted user research, developed user personas, and created user flow scenarios for the Walgreens Renewal Interface (IC+), focusing on usability enhancements and feature integration, resulting in a 30% boost in user efficiency.
- Managed the end-to-end user experience for critical projects, delivering scalable solutions that catered to diverse user needs while maintaining accessibility and inclusivity standards.
- Utilized advanced design tools, including Figma, Sketch, and Axure, to develop prototypes, storyboards, and interactive layouts, ensuring alignment with stakeholder expectations.
- Successfully worked within a diverse and global team, showcasing outstanding collaboration and communication skills to drive multi-disciplinary projects in virtual environments.

THEREFORE DESIGN, PUNE | GRAPHIC DESIGN INTERN

MAY 2018 - AUG 2018

- Worked for clients such as Haldiram's and Godrej, designing packaging, advertisements, and promotional materials that aligned with each brand's identity.
- Coordinated with printers and vendors to ensure the highest quality production standards were met, managing tight deadlines.
- Developed reusable templates that streamlined production workflows and maintained aesthetic across various marketing materials.
- Assisted in the conceptualization and execution of a successful marketing campaign for Haldiram's, which included social media graphics, posters, and in-store displays, leading to a 15% increase in sales during the campaign period.

TOOLS

Figma · WIX · EditorX · Webflow · Framer · Adobe XD · Miro · Proto.io · Dora AI · Balsamiq · Adobe Creative Suite · Visual Studio Code

SKILLS

· A/B Testing · Design Research · HTML · CSS · Javascript · Design Systems · Information Architecture · Interaction Design
· User Interviews · User Personas · User Research methods · User Testing Strategies · Web Accessibility · Prototyping & Wireframing
· User Interface Design · Visual Design · Design Thinking · Branding and Identity design · Layout and composition design · Typography
· Color theory · Illustration · iconography · Packaging design

CERTIFICATIONS

LinkedIn

2022-2023

- Content Strategy for Marketers
- Marketing to diverse audiences
- Content Marketing foundation
- Social media marketing foundation
- Personal Branding

SKILLSHOP

2022- 2023

- Google Ads Creative Certification