

**A product designer who strives to develop human-centered design solutions that are useful, usable, and practical.**

## EXPERIENCE

### Freelance- Contract | Product Designer

Mississauga, ON | May 2021 - Jan 2022

An employment and training website and mobile app focused on skilled trades. I am responsible for creating the employment portal for both users and client admins. My deliverables include competitive UX benchmarking, user journey mapping, user flows, wireframing, high-fidelity prototype and creating final assets.

### Workeefy Inc. | Product Designer

Mississauga, ON | Nov 2018 - Apr 2021

Designed and collaborated on the Website, User App, Contractor App, and Admin Dashboard. I owned design operations, outlining design workflow across the team for better cross-functional collaboration. Delivering low-to-high fidelity designs, exporting UI assets to the devs, and supporting design QA efforts. Drove collaborative brainstorming sessions with stakeholders. Help build foundations for the design team by documenting the process, creating templates/boilerplates, and component libraries.

#### *Key Achievements:*

- From a business goal to an end product. Built and launched a B2B portal, which within a short period of time, increased to be 30% of revenues.
- Create and maintain a design system, eliminating bottlenecks in our design with an engineering pipeline.
- Reduced the bounce rate by 14% on the sign-up page by improving the user sign-up form.
- A 25-second increase in average user sessions was achieved by improving the usability of the service booking system.
- Developed UI style guides.

## EXPERIENCE (Contd.)

### Freelance | UI/UX Designer

Toronto, ON | Aug - Nov 2018

Created (Android & iOS) User flow, low-to-high fidelity wireframes, prototype.

*Client : GI guide application*

### M.A.D Project | UI/UX Designer

Toronto, ON | April - August 2018

Conducted primary & secondary research, Created user personas, customer journey map, experience framework, user flows, wireframes, prototypes, user testing.

*Project 1: Sportsfinder Website (Platform to meet people and play common sports)*

*Project 2: TTC WebApp (Ticketing system for Toronto Transit Commission)*

### Dentsu Inc. | Sr. Art Director (Digital)

Gurgaon, HR | May 2017- Jan 2018

Created sitemaps, user flows, high fidelity wireframes, and prototypes.

*Clients : Aquarius (Coca-Cola), JK Tyre Racing, Honda Motorcycles*

### Dentsu Inc. | Art Director

Gurgaon, HR | Nov 2014 - Apr 2017

Art direction, creative direction, digital & print campaigns, OOH.

*Clients : Skype, CANON Printers, Airtel Business, Honda Motorcycles*

### The Page | Art Director

Delhi, DL | Aug 2012 - Aug 2014

Designed product packaging, corporate brochure, and print Ads.

## EDUCATION

### User Experience Bootcamp -2018

Miami Ad School, Canada

### Masters in Communication Design - 2011

DA-IICT, India

### Bachalors in Animation & Multimedia -2009

BIT, India

## SKILLS

Design System , User Experience, User Interfaces, Software Applications, Prototyping, Figma, Sketch, InVision, ProtoPie, Adobe - (XD, Photoshop, illustrator, After Effects)