

I am a multidisciplinary UX/UI designer deeply passionate about creating engaging and impactful products and experiences through a combination of user empathy and a keen understanding of business goals. Whether it's crafting intuitive user interfaces or designing seamless user journeys, I thrive on solving complex problems by analyzing them from diverse perspectives and translating them into simple, intuitive, and delightful design solutions.

Work Experience

Hexaview Technologies, Sr. UI/UX Designer

April 2021 – Present | Noida, India

Directed end-to-end design process for multiple projects, collaborating with stakeholders, Project Managers, and Developers; executed various creative tasks like User Research, Wireframes, Prototypes, and Customer journey mapping, resulting in an increase in user engagement metrics and a 20% boost in customer satisfaction.

Roles and Responsibilities:

- Conducted in-depth market research and user surveys to identify pain points, resulting in a 40% decrease in customer complaints and a 25% increase in customer satisfaction ratings.
- Streamlined the design process by creating wireframes and high-fidelity prototypes for a mobile app, resulting in a 30% reduction in development. Familiarity with JIRA for task Management.
- Working closely with Clients, BU Heads, and developers to continually refine and evolve user experience.
- Create visual elements for websites, mobile apps, and other formats.
- Develop design systems with style guidelines to maintain consistency and enhance user experience.

Projects I've contributed to:

- Crafted Healthcare user-friendly Web and Tablet Application. By incorporating creativity and innovative design approaches, I achieved a **30% increase in engagement and efficiency**.
- For a financial project (PMS), crafted user-centric solutions through analysis of business requirements, resulting in a **20% reduction in effort** and time expenditure, leading to **significant cost savings**.
- Created Data-Reconciliation-Application to reconcile the investor data by applying a certain rule set leading to **productivity efficiency and cost savings of 25%**.
- Engineered Platform for Financial Advisors: Automating tasks, enhancing client communication, and increasing satisfaction, resulting in **higher retention rates of 20%** and **Increased Productivity**.
- Designed an Organization Management system to boost productivity, enhance team collaboration, and improve work **efficiency by 30%**. Effectively managed employees, monitored project progress, and streamlined HR processes for optimal outcomes.

Progressive Infotech, UI/UX Designer

August 2017 – April 2021 | Noida, India

Orchestrated strategic alignment between Product Managers, Developers, and Marketing Managers to redefine Brand Guidelines, Marketing collateral, and product implementation, fueling a 40% increase in conversion rates.

Roles and Responsibilities:

- Led art direction of the company and worked closely with stakeholders and Managers to develop brand guidelines, Multiple products, and marketing collaterals.
- Developed user-centered designs as per business requirements, ensuring alignment with organizational goals.
- Produced wireframes, prototypes, and high-fidelity designs for diverse projects.
- Worked closely with engineering and product teams to implement designs effectively
- Create marketing collateral and social media assets to support the Marketing team for brand initiatives.
- Execute CRO strategies to boost user engagement and drive conversion growth.
- Delivered the design of intuitive and impactful Landing pages for Product and service Lead Generation and Webinars.

Projects I've contributed to:

- Helped to Design a Digital Employee Experience Platform, achieving **46% cost reduction across IT, HR, and Facilities.**
- Lead the design for a self-healing desktop application for Continuous System Monitoring, Real-Time Issues Resolution, Automated Alerts, Schedule Triggered Tasks, System Health Checks, and Remote Remediation that helped organizations **reduce IT Help desk costs by 25%.**
- Creation of an Attendance Management System with location tracking, Check-in, and Checkout, etc. leading to a **30% increase in productivity.**
- Revamped company website, enhancing user experience, & boosting conversion rate and Lead generation by 35%.

Awapal Solutions, Web and User Interface Designer

April 2013 – August 2017 | Noida, India

Implemented interactive design solutions for a cross-functional team, resulting in a 30% Enhanced user engagement and a 25% decrease in bounce rate, enhancing overall user experience.

Roles and Responsibilities

- Generated innovative mock-ups and SaaS applications for project development.
- Designed wireframes and prototypes for mobile apps and web interfaces.
- Developed HTML templates using CSS, HTML, and jQuery.
- Produced graphic content for web, print, and social media platforms.
- Crafted engaging EDMs to support targeted marketing efforts.
- Design PSD layout & Mockups.
- HTML design implementation with Developer.
- Design slider, logo, Web banners, and campaign banner design.

Skill Sets

Design

Ideation • Userflows • Information Architecture • Design thinking • User Experience Design • UI graphics • Wireframing • Interface design • Interaction Design • Advanced Prototyping • Motion Design • Illustrations • Visual Design • Project Management • User Journey Mapping • Collaboration • Adaptability • Time Management

Research

User interviews & surveys • Usability & Concept Testing • Problem-Solving • A/B Testing • Diary study • Qualitative & quantitative Analysis • Personas • User Journey Mapping • Empathy Mapping • Storyboarding • Heuristic Evaluation

Programming

HTML • CSS • Javascript. (Familiar) Bootstrap • WordPress

Additional Skills

Video Editing • Presentation Deck

Education

Master in Computer Application (MCA) | Swami Vivekanand Subharti University

April 2020 – April 2022 | Meerut, India

Bachelor in Computer Application (BCA) | Shobhit Institute of Engineering and Technology

April 2020 – April 2022 | Meerut, India

Intermediate (10+2) | Kunwar Singh College

April 2005 – April 2007 | Darbhanga, India

Known Tools

Figma • Miro • FigJam • Adobe XD • Illustrator • Photoshop • After Effects • Zeplin • In-Design • CorelDraw

Hobbies

Playing Cricket, multiplayer strategy games like to watch movies and dramas, Reading books, Driving a Car, reading newspapers, and watching news videos

Language



English,



Hindi,



Urdu