

PROFILE

A experienced User Experience, Visual, and Product Designer also proficient in 3D, VFX, and Motion Graphics, boasting over three years of industry experience. My work has been showcased on over 100+ Instagram design profiles and notable blogs.

EDUCATION

Master of Science - MS, Human Computer Interaction Indiana University–Purdue University Indianapolis	Aug 2022 - May 2024
Bachelor of Design - Visual Communication Unitedworld Institute of Design, Gujarat, India	May 2015 - Apr 2019

WORK EXPERIENCE

User Experience Designer CreateApe, Irvine, United States Digital Marketing Agency, UX/UI Design, Web Development, Digital Strategy	September 2023 - Present
<ul style="list-style-type: none">• Led user experience research initiatives, successfully conducting 15+ usability studies and 22+ stakeholder interviews, resulting in a 32% improvement in user interface intuitiveness and client satisfaction.• Spearheaded collaborations with senior design teams, aligning project objectives with user expectations and corporate vision, contributing to a 25% increase in project delivery efficiency.• Developed over 300 wireframes, 35 prototypes, and 40+ high-fidelity mockups, effectively communicating user flows and design concepts, leading to a 18% uplift in design approval rates.• Played a pivotal role in cross-functional team collaborations, ensuring seamless design integration across various project phases, which enhanced overall design cohesion.• Actively participated in and contributed to 30+ design critique sessions and ideation workshops, introducing innovative design solutions that increased creative output.	
User Experience Designer UX Studio LLC, Rhode Island, United States (Internship) Consumer Services, UX Design, Web Development, Digital Marketing Agency	May 2023 - August 2023
<ul style="list-style-type: none">• Led exhaustive research and strategic planning for digital initiatives, resulting in the successful scoping and execution of over 5 major projects. Designed user-centric solutions that enhanced customer engagement by up to 37%.• Expertly developed sitemaps, wireframes, and interfaces, culminating in polished final designs that enhanced user experience. These efforts contributed to a 40% reduction in user interface issues and a 32% increase in seamless navigation feedback.• Effectively facilitated team meetings and spearheaded numerous design projects from inception to completion, leading to a 18% increase in team productivity and a 15% reduction in project turnaround time.• Created comprehensive case studies that showcased the successful outcomes of past projects, which demonstrated an average client satisfaction rate of 90% and a repeat business increase of 50%.	
User Experience Designer MAQ Software, Mumbai, India IT Services and IT Consulting, Microsoft Power BI Partner	Jun 2019 - July 2022
<ul style="list-style-type: none">• Developed responsive web applications, portals, chatbots, and report dashboards for over 30+ Fortune 500 companies, enhancing user engagement by 26% and operational efficiency by 15%.• Advised on web accessibility and usability, improving clients' compliance and accessibility scores by 31%, focusing on effective data visualization.• Led a team of ten designers across three global sites in an Agile environment, reducing product development time by 22%. My role involved coordinating with developers and data scientists, and creating wireframes, mockups, and prototypes using established design systems.	
Visual Designer Animal, Delhi, India (Internship) Animal is an independent creative & design agency	May 2018 - August 2018
<ul style="list-style-type: none">• Spearheaded in developing comprehensive campaigns for Hyatt Corporation, encompassing innovative package design, creative playing card design, and impactful poster design.• Collaboratively engaged with Art Directors to produce a diverse range of artworks, posters, android carousels, and emailers for OYO Rooms, demonstrating versatility and creativity in design.• Played a pivotal role as a co-designer in the conceptualization and creation of campaign posters for Oneplus India, and contributed significantly to the photoshoot process for Honk Kong Club, showcasing a blend of creative and technical skills.	

ACHIVEMENTS

IndieFolio Network	July 2020
•Recognized as the 'Artist of the Week' by IndieFolio Network for exceptional talent in concept 3D illustrations and animations, showcased through my project "Dream Escapades."	
Motion Graphics Collective	June 2020
•Selected for feature in Motion Graphics Collective, exhibiting proficiency in cyberpunk-themed 3D artworks and illustrations, as demonstrated in the project "Dream Escapades."	

SKILLS

Design & Research Skills - Information Architecture, Interviews, Surveys, Usability Testing, Contextual Inquiry, Literature Review, Affinity Mapping, Task Analysis, Cognitive Walkthrough, Heuristic Evaluation, Personas, Journey Maps, Storyboarding, Wireframing, Task Flows, Prototyping, Data Visualization and Design Systems.

Technical Proficiency - Adobe Suite (XD, Photoshop, Illustrator, InDesign, After Effects, Premier Pro, etc), Figma, Sketch, InVision, Webflow, Miro, Blender3D, Cinema 4D, Jira, ClickUp.