**~UX/UI Designer ~ UX Researcher ~ AI Product Designer**

**PROFESSIONAL SYNOPSIS**

* An accomplished UX/UI Designer with a robust cross-disciplinary and entrepreneurial background, leading the design and implementation of user-centric digital solutions in enterprise and banking applications.
* Expertise in creating user experience with strategic design initiatives that blend business needs and user insights.
* Proficient in collaborating with cross-functional teams, guide, and mentor junior designers, and foster a culture of inclusivity and accessibility.
* Proficient in leveraging Figma for creating high-fidelity prototypes and visual designs that resonate with target audiences.
* Specialized in designs research and creation that affect a user’s experience when interacting with a product or system to influence the **user’s behaviors and perceptions.**
* Great understanding of user needs and psychology, expectations, task flow, and usability by exploring different methods to **synthesize** and **document research**, including **affinity maps, empathy maps, personas, problem statements, journey maps, and usability testing**.
* Expertise in leading **design workshops** and brainstorming sessions with the tech team, business, and stake holders leading to build trustworthy relationship with them all.
* Proficient in analyzing AI and ML algorithms used in a product and identifying how can we use the same in our product.

**CORE COMPETENCIES**

* UX Design
* User (UI)/Interface
* Interaction Design
* Product Development
* Wireframing
* Agile Principles
* Usability Testing
* Heuristic Analysis
* Web Applications
* Prototyping
* ML Algorithms Analysis
* AI Product Designing
* Content Designing
* User Research
* Strategic Planning
* Design Workshops
* Marketing/Branding

**TECHNICAL PROFICIENCIES**

* **Design Platforms**: Desktops, Mobile, Tablet
* **Design Software**: Figma, Invision, Sketch, XD
* **Research Software**: User Zoom, User Testing
* **Development**: CSS/SCSS, HTML, JavaScript
* **Interaction**: Slack, Zoom

**PROFESSIONL EXPERIENCE**

**Jul’ 2022 – Jun 2024 Bank of America (Sr UX Designer)**

* Responsible for gathering and documenting design requirements from the dev team and business and create experience as per user needs and requirements.
* Create design that is as per the latest industry trends, standards, and guidelines meeting the accessibility requirements too.
* Well-versed with **accessibility standards** to avoid any critical failures in accessibility review to avoid any failures in the **design review process**.
* Collaborate with the tech team and business using **brainstorming sessions** to avoid rework and multiple iterations of screens.
* Expertise in working in **agile environment** and delivering designs in sprints.
* Expertise in **running design workshops** with the tech team, business, and stake holders leading to build trustworthy relationship with them all.
* Deliver effective **storytelling** to the partners covering up the entire design lifecycle.
* Responsible for user interviews at the time discovery research of the applications.
* Expertise in creating personas, user flows. Journey maps, and empathy maps.

**Jun’ 2021– Jun’ 2022 Date TCS America – FIS Global (Sr. UX/UI Designer)**

* Responsible for initiating screener surveys among the stakeholders to gather first level user experience.
* Initiate heuristic analysis to evaluate the competitor web apps and document the best and worst features of all competitor applications.
* Create internal and external user personas and related story boarding.
* Work closely with SMEs, product owners, business analyst, and product managers to deliver high quality mock-ups.
* Work closely with SMEs, product managers, business analysts and development teams to deliver exceptional solutions to ecommerce UX design problems.
* Create high quality user experience mock-ups, wireframes and visual designs, flow diagrams, storyboards, and site maps.
* Collaborate with team members on user research, customer testing, and iterative feedback loops.
* Crafted and designed the prototypes to make them friendly within the Salesforce ecosystem.

**May’ 2020– Jun’ 2021 SpringBoard Boot Camp (UX/UI Designer/ Researcher)**

* Gained understanding of the core stages of design thinking: Empathize, Define, Ideate, Prototype, and Test
* Learnt the process of **product research**, creating usability test plans, and **usability testing** in detail under the mentorship of professional experts.
* Involved in creating user stories, **personas** using **Sketch** (for MAC) and hi-fidelity visual **UI design mock-ups** (Invision).
* Created **Screener Surveys,** and **Research Plans** followed by user interviews understanding their need and current challenges of using the product.
* Involved in creating high-quality wireframes and wireflows using Sketch.
* Gained expertise in the process of **Heuristic Analysis** to evaluate the quality of competitors apps or website.

**Oct’ 2019–Apr’ 2020 TechMahindra America (Content Designer/ Technical Writer Lead)**

* Participated with UX design teams in **product research** and **usability testing**.
* Involved in qualitative research with the UX team to focus on a specific aspect of the data set.
* Created UX Research plans and Usability Test Plans.
* Created and maintained customer documentation for **GE Digital** products on (Amazon Web Services) **AWS** services.
* Provided quality documentation using **Markdown** language on GIT hub.
* Created word templates for user manual and Release Notes.
* Involved in creating informational and process **Infographics**.
* Worked closely with SME’s and development teams to provide quality documents.

**Dec’ 2014–July’ 2017 Secure Meters, Gurgaon as Manager 2 (UX Designer/ Content Designer)**

* Worked closely with product managers to **identify**, **define**, and **refine requirements**.
* Created simple, **elegant user experiences** that help customers accomplish their business goals.
* Interviewed users to gain a deeper understanding of their needs and objectives.
* Gathered **insights** and **recommendations** to turn into actionable product requirements and designs.
* **Document** and **organize** deliverables and artifacts from the research.
* Created and maintained customer documentation for both the hardware and software products.
* Provided quality documentation for Secure products using **Adobe FrameMaker** 12.0.
* Accountable for initiating the requirements for **Content Management System** (CMS).
* Involved in generating and check-in **context sensitive online help** using **RoboHelp**.
* Involved in **creating** and utilizing **templates** for both structured and unstructured FrameMaker 12.0.
* Worked closely with development and testing teams to provide quality documents.
* **Gathered business requirements** and key data required using document analysis and use cases scenarios.
* Prepared Business Requirement Documents and Technical Design Documents.
* Performed in-depth Gap Analysis between functionalities and business requirements.
* Provided input to the training and application team where on how the new solution will work, to allow them to design the new solution and create the training materials.

**SCHOLASTICS**

**2004 bachelor’s in software system (B.S.S) from Guru Gobind Singh Indraprastha University (GGSIPU)**

**Certifications:**

* **Elvtr AI Product Designing**
* **Springboard UX Design** Career Track, Certification
Description: 350+ hours of hands-on course material, with 1:1 expert mentor oversight, and completion of 3 in-depth portfolio projects. Mastered skills in sketching, wireframing, interaction design, prototyping, and usability testing as a part of a framework focused on the discovery, design, and evaluation phases of user-centric design.