

With 17 years of experience in UI Design, I oversee the entire user interface design process, ensuring products are visually appealing and user-friendly. My core responsibilities include leading a team of designers, collaborating with UX researchers and developers, managing project timelines, and maintaining design consistency across platforms.

I have strong hands-on expertise in Adobe Photoshop, Illustrator, and Figma, as well as in web technologies such as HTML5, SASS, Bootstrap, and JavaScript frameworks. I work closely with cross-functional teams to create user-centered designs that prioritize usability and accessibility.

SKILLS

Software

Photoshop
Figma
Framer
Illustrator
Adobe XD
Sketch
After Effects
Github / Bitbucket

Design

Design Research
Design Strategy
Prototype
User Interface
Web Design
Storytelling
Video Editing

Programming

SASS
HTML/CSS
JS / JQuery
Bootstrap
MJML
Google Web Designer
Webpack/Gulp
Angular

Management

Business Strategy
UI UX Development
Project Management
Brand Management
Scrum Master
Team Management
Scrum Product Owner

CERTIFICATIONS

PME

Project Management Essentials | UDMEY

Scrum Master

Scrum Master | Kanban University

AWARDS

Employee of the year

Awarded Employee of the year for launching new design for Spain Project Rastreator.com and design support to other Projects.

EXPERIENCE

Feb 2023
Jun 2024

Techlens Global | Gurugram, Haryana
Associate Manager UI UX

- Overseeing UI design projects from inception to completion, ensuring timelines and quality standards are met.
- Rastreator.mx, work closely with designers, developers, product managers, and other stakeholders to ensure user experience aligns with business goals.

Jun 2018
Feb 2023

Admiral Technologies | Gurugram, Haryana
Associate Manager UI

- Create wireframes and prototypes to visualize the layout and functionality of interfaces, ensuring a clear and intuitive user experience using Framer for Money.co.uk
- Ensure the team conducts thorough user research (surveys, interviews, usability testing).
- Created effective infographics description involves clearly outlining the main elements, and audience of the infographic.

Jun 2012
May 2018

Admiral Technologies | Gurugram, Haryana
Creative Team Lead

- Manage and Develop the visual elements of the UI, including color schemes, typography, icons, and overall aesthetic, to create an appealing and cohesive design.
- Create visual concepts that align with the project’s goals and branding.

May 2009
May 2012

Admiral Technologies | Gurugram, Haryana
Senior Web Graphic Designer

- Responsible for web design with overall branding strategy, ensuring consistency across all platforms.
- Plans and organizes content to ensure it aligns with the website's goals and user needs.

EDUCATION

Bachelor of Science

Agra University, Agra | 1994-Jun 1996

PGDAPR - Advertising, Public Relation

GIMT, Lucknow | Mar 1998

Diploma - Multimedia : Graphic Design

Infozen, Lucknow | Feb 1999

Nov 2008
Apr 2009

Srishti Software Applications | Bangalore, Karnataka
Senior Web Graphic Designer

- Focuses on user interface and experience, ensuring the website is intuitive and user-friendly.
- Specializes in designing websites that work well on various devices and screen sizes.

Apr 2006
Oct 2008

CIFT - Incisive Media | Gurugram, Haryana
Senior Web Graphic Designer

- Implements the visual design using HTML, CSS, & JavaScript, ensuring functionality and interactivity.
- Creates visual elements, including graphics, icons, and e-Learning portal for Incisive Media’s Products.

KEY PROJECTS

Rastreator.mx | Mexico

Associate Manager UI / 8 Months | Team Size: 12

Rastreator.mx is a leading online comparison platform in Mexico, specializing in helping consumers compare various financial products and services. Users can compare different insurance policies, credit products, and utility services side by side to make informed decisions based on their needs and preferences.

- Worked as a role of Project Manager for Mexican Project Rastreator.mx worked closely with designers, developers, product managers, and other stakeholders to ensure user experience aligns with business goals.
- Migration on flex based design using SASS, Bootstrap, JavaScript/Jquery
- Conduct user research and usability testing to gather insights and validate design decisions

Money.co.uk | UK

Associate Manager UI / 2 Months | Team Size: 3

Created web-based prototype for Money.co.uk with a focus on different aspects of financial education, like youth education and retirement planning. Utilize Framer's capabilities for interactive elements and animations to enhance user engagement.

Youth Education | Life Goal Manager | Money Metters | Retirement Planner

Tools and Prototyping:

Framer: It’s a powerful tool for creating interactive elements and animations that can significantly boost user engagement.

Photoshop: Use it for designing high-fidelity mockups and visual assets that will be integrated into prototype.

Rastreator.com | Spain

Associate Manager UI / 6 Months | Team Size: 5

Rastreator.com is an innovative Spanish comparison online platform designed to streamline the process of comparing various insurance products, including insurance, credit cards, and loans.

- Collaborate with cross-functional teams (marketing, tech, design) to ensure alignment and timely delivery.
- Migration on flex based design using SASS, Bootstrap, JavaScript/Jquery
- Enhancing page load speeds and overall performance, which can be affected by new design elements and features.