Sharad Rathore

UI/UX Lead Designer

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Creative and detail-oriented UI/UX Designer aiming to leverage expertise in user-centered design, wire framing, and prototyping to create intuitive and visually engaging digital experiences and to contribute innovative solutions and enhance user satisfaction through a deep understanding of design principles and a passion for improving usability.

Core Competencies

- User-Centric Design Principles
- Design Thinking Methodologies
- Responsive Web Design
- Wireframing & Prototyping
- User Research & Analysis
- Interaction Design
- Usability Testing Techniques
- Design Systems & Consistency
- User Journey Mapping
- Cross-Functional Team Collaboration
- Design System Implementation
- Visual Communication Strategies
- Visual Design
- Brand Identity Development

Technical Skills

- **Wireframing & Prototyping:** Adobe XD, Figma, Sketch

- **Documentation:** Confluence, Google Docs

- **Design Tools/Software:** Adobe XD, Figma, Sketch, InVision, Zeplin, Adobe Photoshop, Adobe Illustrator, Webflow, Dreamweaver

- **Web Design:** HTML5, CSS3, Bootstrap

- Basic Knowledge of JavaScript, jQuery

Profile Summary

- A result-oriented professional with over 12 years of experience in the IT industry, specializing in UI/UX design, with a strong emphasis on creating user-friendly digital solutions that enhance user engagement and satisfaction.
- Spearheading the role of Lead Designer at Tech Mahindra, directing visual design initiatives and guaranteeing the production of superior design results that meet both user expectations and business goals.
- Acquire a diverse array of skills in user research, wireframing, prototyping, and visual design, supported by a thorough grasp of design principles and methodologies that contribute to effective project results.
- Proficient in HTML5, CSS3, Bootstrap, Adobe XD, Photoshop, Figma, Sketch, Zeplin, and Agile methodologies.
- Realized notable enhancements in user engagement metrics through the incorporation of user feedback into design revisions, culminating in a rise in user satisfaction ratings in the present position.
- Exhibit outstanding leadership skills by nurturing a cooperative team atmosphere that promotes creativity & innovation among junior designers and cross-functional groups.
- Developed and implemented cutting-edge Software Defined Vehicle (SDV) technologies to enhance the functionality and flexibility of connected vehicle systems.
- Led the integration of advanced software solutions for the Software Defined Vehicle (SDV), driving innovation in vehicle communication, automation, and data processing.
- Designed and optimized PPE (Personal Protective Equipment) Detection applications, leveraging AI and machine learning to ensure workplace safety and compliance.
- Developed wireframes and prototypes for SDV and PPE applications, converting designs into fully responsive HTML and CSS implementations to ensure optimal user experiences across diverse devices.
- Maintain a thorough understanding of design systems, guaranteeing uniformity and scalability across various projects, thereby improving the overall user experience and reinforcing brand identity.
- Stay informed about contemporary design trends and technological advancements, regularly incorporating cutting-edge solutions into design projects to sustain a competitive advantage in the fast-changing digital environment.
- Proficient in leveraging a diverse range of design tools and methodologies, including user research, wireframing, and prototyping, to create intuitive and engaging user experiences that resonate with target audiences and drive business success.
- Received Star Performer Award for exceptional performance in Anatomy Project for the year 2017-2018 while working with Taritas Software Solutions Pvt. Ltd.

Work Experience

Tech Mahindra, Bangalore
Since May 2023
Lead Designer – Visual Design

Key Result Areas
- Spearheading the development and execution of user-centric visual design strategies, ensuring a seamless & cohesive experience across web, mobile and software platforms.
- Leading the design lifecycle from ideation to delivery, creating high-quality designs that meet project goals and user needs.
- Providing strategic leadership and mentorship to design teams, ensuring that all design efforts are in sync with client requirements and overarching business objectives.
- Conducting comprehensive user research, interviews, and usability testing to extract actionable insights that inform and enhance product design and user engagement.
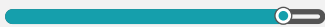
- Crafting detailed wireframes, mockups, and interactive prototypes to effectively communicate design concepts and workflow to stakeholders.
- Designing intuitive UX architecture, including site maps and user flows, to optimize usability and streamline the overall user journey.
- Creating visually appealing and functional user interfaces, dashboards, and prototypes tailored for both enterprise and consumer applications.
- Developing high-quality visual assets, including iconography and typography, that adhere to brand guidelines and enhance the overall aesthetic of digital products.
- Collaborated with product managers and developers to ensure design feasibility & alignment with technical constraints resulting in more streamlined process.
- Conducted regular design critiques and feedback sessions, fostering a culture of continuous improvement and ensuring high-quality design outputs.
- Develop and sustain scalable design systems to ensure uniformity and cohesion across products and platforms.
- Lead design reviews to ensure compliance with quality standards, usability, and accessibility best practices.

Highlights
- Successfully implemented a new design system that improved design consistency across multiple projects, resulting in a reduction in design-related errors and increased team efficiency.
- Enhanced user engagement metrics by integrating user feedback into design iterations, leading to an increase in user satisfaction scores.

Taritas Software Solutions Pvt. Ltd., Jabalpur
October 2012 to May 2023
Senior Web Designer

Key Result Areas
- Designed pixel-perfect web interfaces that align with client specifications and industry standards, ensuring a high level of visual appeal and functionality.
- Developed responsive websites utilizing HTML5, CSS3, and Bootstrap, ensuring compatibility across various devices and platforms.
- Transformed prototypes into fully functional HTML pages while diligently adhering to established design specifications and guidelines.
- Created detailed wireframes and prototypes that prioritize user needs and enhance overall usability, facilitating effective communication of design concepts.
- Utilized advanced design tools such as Photoshop, Illustrator, and Adobe XD to produce high-quality visuals, illustrations, and layouts for web applications.
- Formulated comprehensive design plans that encompass typography, color schemes, and imagery, ensuring a cohesive and engaging user experience.
- Optimized SVG graphics and images for improved scalability and performance, enhancing the overall efficiency of web applications.
- Conducted thorough testing and refinement of website functionality and user experience based on client and stakeholder feedback, ensuring continuous improvement.
- Developed and maintained comprehensive design documentation, ensuring consistency and clarity in design processes and facilitating effective communication among team members.
- Enhanced website performance by optimizing for speed, scalability & user experience.
- Collaborated seamlessly with developers, project managers, and clients to ensure alignment with project goals.
- Managed client feedback and incorporate iterative design improvements.
- Stay ahead of emerging design trends and technological innovations to deliver state-of-the-art solutions.

💼 Certifications

- Figma - UI/UX Design Essential Training in 2024.
- Learning Design Thinking in 2023.
- Adobe Animate Essential Training in 2023.
- MTA: HTML5 Application Development Fundamentals in 2017.