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PROFESSIONAL SUMMARY:

- Experienced UI/UX Designer with 5+ years of experience in the stream. Excellent reputation for resolving problems and improving customer satisfaction.
- Experienced in translating complex requirements into intuitive, visually appealing digital experiences.
- Proficient in creating wireframes, prototypes, and design systems using modern tools like **Figma and Adobe XD**.
- Strong collaborator with product managers, developers, and stakeholders in **Agile** environments.
- Passionate about accessibility, data-driven design decisions, and continuous UX improvement.
- Proven ability to conduct user research, usability testing, and **A/B testing** to improve user engagement.
- Experience in design Strategies, Information Architecture, UI flows, Usability testing, **Web, Mobile, Tablet** application
- Programming language experience in **Bootstrap Angular, HTML5, CSS3, React** and **JavaScript** helped in producing better user interfaces.
- Strong background in accessibility compliance (**WCAG**), **AI-driven UX**, and complex workflows.
- Recognized for aligning user needs with business goals to deliver impactful digital experiences.
- Experience with collaboration tools like **Confluence and JIRA** for tracking the work and maintaining up to date environment in the project.
- Skilled in analytics-driven UX improvements using tools like GA4 and Hotjar.
- Hands-on experience in **Content Management System** development like **Salesforce, Joomla, Drupal, WordPress, SharePoint**.
- Adept at analyzing metrics using tools like **Google Analytics, Hotjar, GA4**, and applying insights to improve UX.
- Excellent visual design skills with **Typography, Color psychology**.
- Expert with **Figma, Sketch, Photoshop, Adobe XD, Illustrator, InDesign, InVision Frameworks** and **web associated design tools**.
- Explore critical thinking and instantly create **sketches, prototypes/ mockups, wireframes** that help bring design technology to life.

TECHNICAL SKILLS:

UX Research	Interviews, empathy map, personas, journey map, problem statement, storyboards
UX Interaction Design	Paper wireframes, Digital wireframes, low-high fidelity prototypes, usability studies
UX Visual design	Figma, Sketch, Adobe XD, Balsamiq, Photoshop, Illustrator
UI Tools	Google Material design, Responsive design
UX Developer	HTML5, CSS3 and Bootstrap JavaScript
Word processors	Microsoft 365, Google workspace, Libre office
Operating Systems	Windows, Linux

WORK EXPERIENCE:

Client: CVS Health, Texas

Aug 2023 – Till Date

Role: UI/UX Designer

Responsibilities:

- Evaluated user research to convert abstract ideas and requirements into planning tools such as **journey maps, user personas and storyboard**.
- Adept at leveraging tools like **Figma, Adobe XD, and Sketch** to build modern, accessible, and engaging interfaces.
- Strong expertise in user research, interaction design, and design systems.
- Experienced in creating responsive and accessible interfaces adhering to **WCAG 2.2** standards and best practices for cross-platform consistency.
- Strong command over UX research methods including usability testing, **A/B testing**, personas, heuristic evaluation, journey mapping, and analytics-based decision making.
- Collaborated closely with product managers, developers, and stakeholders in **Agile/Scrum** environments to ensure user goals align with business objectives.
- Collaborated with developers using **Figma Dev Mode, Zeplin, and Jira** to ensure design-to-code accuracy in React-based apps.
- Skilled in end-to-end **design thinking**, from user research, wireframing, prototyping, to high-fidelity UI design and usability testing.

- Proficient in using analytical tools like **Hotjar, Google Analytics, Mix panel, GA4** to understand user behavior and improve UX outcomes.
- Designed for modern front-end frameworks and design systems including **Material Design, Fluent UI, Tailwind CSS, Bootstrap**, etc.
- Adept at using tools like Hotjar, Google Analytics, and Mix panel to analyze user behavior and optimize flows.
- Passionate about human-centered design and continuously learning emerging trends in AI-based design tools, **design automation**, and **AR/VR interfaces**.
- Proven ability to deliver scalable and aesthetically pleasing UI solutions that improve user satisfaction, retention, and engagement metrics.

Environment: Figma, Adobe XD, and Sketch, WCAG 2.2, Agile/Scrum, Figma Dev Mode, Zeplin, and Jira, Fluent UI, Tailwind CSS, Bootstrap, etc.

Client: HSBC, India

July 2020-April 2023

Role: UI/UX Designer

Responsibilities:

- Supporting Front-end Applications using HTML, CSS and JavaScript.
- Implemented **WCAG 2.1 AA** accessibility standards, ensuring compliance and usability for all customer segments.
- Contributed to the design direction by building mock-ups in **Photoshop, Illustrator, Figma and Adobe XD**.
- Completed UI/UX design with **Figma, Photoshop**, Illustrator and Sketch for web-end and mobile end.
- Completed user testing and usability analysis with wire framing and prototyping tools such as Figma.
- Conceptualized user interfaces and workflows with attention to human-computer interaction and user-oriented design best practices, constantly for the simplest, most intuitive and pleasant user experience
- Was responsible for the UI/UX and data points discovery for the creation of their internal (**RPR**) residential property report admin and their HR admin enterprise software applications - this included white boarding, wireframes and Axure rapid application prototyping to Kinal design mocks.
- Provided UX services including interpreting requirements, creating concept designs, creating user Flows, creating wireframes, prototypes, and visual specs, related UX standards.
- Created Responsive Web Design templates using Word press, **wireframing and prototype**.
- Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.

Environment: Figma, Adobe Photoshop, Adobe Illustrator, Adobe in Design, Adobe After Effects, Visual Studio Code, HTML5, CSS.