

I am a creative designer who is very passionate about creating beautiful experiences that have a purpose and people love to use.

CREATIVE SKILLS

Tools

Adobe CC
HTML, CSS & JavaScript
Figma
Sketch
InVision
WordPress
SquareSpace
Wix

Design & Print

Graphic Design
User-centered Design
Wireframing
Design Research
Brand Development
Newsletter
Typography
Pre-Press & Print
Analysis
Art Direction

Education

2017

Graphic Design
Diploma South
Brisbane TAFE QLD

2012

Master in Computer
Science Application
INDIA

PROFILE

- I love to take ownership of projects from initiation through planning, requirements, implementation, and post-implementation reviews.
- I have worked on end-to-end design process including research, user validation, low-fidelity designs and high-fidelity designs.
- Created wireframes, screen flow diagrams and prototypes for websites and mobile apps using tools like Adobe XD, Figma and Sketch.
- Provided specialized UX knowledge & best practice recommendations based on latest trends.
- I conduct user interviews and workshops to uncover UX constraints & opportunities and improve the product experience.
- Lead design reviews and presented intuitive, usable and engaging mobile app experiences and interfaces.
- I have strong knowledge of visual design principles, UI patterns, layout and execution for mobile and desktop platforms and related technologies.
- I am a passionate follower of five stage User Centered Design (UCD) process.
- I am passionate about designing simple, creative, and trendy landing pages for websites.
- I have knowledge of Web Content Accessibility Guidelines (WCAGs) and practical application of these guidelines to make my designs more accessible to a wider range of people with disabilities.
- I have strong spoken and written communication skills to effectively communicate my designs to the engineering team and other key stakeholders.
- Used my web development skills including HTML, CSS & JavaScript along with WordPress to build responsive websites.
- Background in Web Development using programming languages like PHP and .Net.

EXPERIENCE

UX/UI & Graphic Designer, Hunter Promotional Products, Brisbane April 2019 to Present

Roles & Responsibilities:

- Gathered and evaluated user requirements.
- Illustrated design ideas using storyboards, process flows, and sitemaps.
- Designed wireframes and prototypes that clearly illustrate site navigation.
- Create graphics for the website (eg: Images, Sketches, and tables)
- Design, build responsive landing pages for the company website.
- Prepared and presented Mobile wireframing/prototypes.
- Evaluated existing designs against recognized mobile design patterns and proposed improvements.
- Efficiently used my HTML, CSS & Javascript experience to comprehend my web designs.
- Design of Business Cards and Pull Up Banners for various clients of the company.
- Design various merchandise and promotional materials for Brisbane local schools and other clients.
- Collaboratively work with the marketing teams to design and develop campaigns across print and digital media.
- Created posts and videos for Social media advertisement.
- Creation of Google Adwords for generating traffic on our website to increase sale leads.

Achievements:

- Was sole designer involved in redesign of company website from scratch. The new website is gaining positive reviews from customers around user interface improvements.
- Positive feedback received from customers on various design projects.
- Facebook Advertisements and Campaign strategy got a great response and increased our sales.
- Hunter Promotion got many new clients after seeing our company's Google Adwords.

Graphic Designer, Multicultural Community Centre (MCC), Brisbane October 2018 to March 2019

Roles & Responsibilities:

- Adhering to MCC brand guidelines and target audience prepared design of the logo for MCC events & shows.
- Produced promotional flyers, posters, banners to promote Christmas & Chinese New Year Market & shows conducted by MCC.
- Efficiently designed artwork for various competitions during events.
- Build unique artistic signage designs for various events hosted by MCC.
- Boosted awareness of MCC events by using MCC's social media channels.

Achievements:

- The number of people who attended MCC events rose significantly due to the eye-catching promotional material I had curated.
- The awareness of MCC events was widespread due to the effective Social Media strategy implemented by me.

EXPERIENCE

UX/UI & Graphic Designer, Target Solar, Brisbane June to October 2018

Roles & Responsibilities:

- Design of UI for company website pages.
- Created wireframes and prototypes for the company website redesign.
- Redesigned company website's landing page to suit their customer needs after researching in-depth about their customer requirements and current trends.
- Visually design and develop beautiful, clean interfaces across mobile products.
- Lead design reviews and presented intuitive, usable, and engaging mobile experiences and interfaces.
- Rebranding: Logo, Business Cards, and Brand Guidelines following current market trends.
- Designed various Digital and Promotional assets for promoting business.
- Creation and sending of EDM marketing campaigns to various customers and clients of the company.

Achievements:

- Autonomously lead all design work.
- Saved company huge costs by helping to move design work from outsourcing to in-house.
- Effectively prioritized and organized design tasks to finish tasks under tight deadlines.

UX/UI, Graphic & Digital Designer, Frontier Education, Brisbane January to October 2018

Roles & Responsibilities:

- Designed wireframes and prototypes for the Frontier Education website.
- Created landing page layouts for several student courses.
- Provided specialized UX knowledge & best practice recommendations based on the latest trends.
- Lead design reviews to design engaging mobile app experiences and interfaces.
- Performed various website content creation and editing tasks from time to time using my skills in HTML, CSS, and JavaScript.
- Created brand guidelines for the company and meticulously followed them in all my designs.
- Creation of print and digital material for the company including flyers, posters, banners, and Prospectus.
- Prepared unique designs for student prospectus and handbook.
- Photographed various events happening in all campuses for creating EDMs and Social Media posts.
- Performing various admin tasks and customer service activities including reception duty when needed.

Achievements:

- Due to my exception work, I was promoted from intern to lead designer.
- Was the only designer who autonomously took care of all design activities for 3 company campuses located in Brisbane, Cairns & Hobart.
- Always juggled efficiently between various design tasks and shifting priorities.

EXPERIENCE

Graphic & Digital Designer, ImpaCCcT, Brisbane October 2017 – Present (Need Basis)

Roles & Responsibilities:

- Redesigning of ImpaCCcT website build using Squarespace platform.
- Creation of various advertisements to promote personal branding courses provided by ImpaCCcT.
- Curated design of digital banners to post on the website and other social media channels.
- Autonomously involved in setting up client's business on Google from scratch.
- Identified and implemented SEO tactics that delivered quality measurable results and increased traffic on the website.
- Efficient implementation of Google Analytics on website.

Achievements:

- Redesigned ImpaCCcT website after carrying out extensive market research and analysis around client's need.
- ImpaCCcT Owner Petra was so highly impressed with my work she provided me a testimonial on my LinkedIn.

Freelance Designer, Self-Owned 2014 – 2016

Roles & Responsibilities:

- Freelancing as a Web and Graphic Designer included multiple projects from UI design, brand development, and graphic design.

Web Designer & Developer

Master Software Solutions, Leading Edge Info Solutions, Unitech Solutions, India 2012 – 2013

Roles & Responsibilities:

- Design various websites for multiple clients using WordPress, HTML, CSS, and JavaScript skills.
- Creation of digital banners and various other promotional designs for the client's website.
- Involved in website development using PHP language for coding.

Information Technology Teacher, Punjab Technical University, India 2011 – 2012

Roles & Responsibilities:

- Taught students studying Bachelors of Computer Application following subjects C, C++, Computer Fundamentals, RDBMS and Computer Graphics.