

UI/UX Designer & Art director with 10 years of experience in design focusing on User Interface Design and Brand Identity. Practising User Centered Design principles basing design decisions on user needs and business goals.

EMAIL **shremalp@gmail.com**
MOBILE **+61.424.021063**
DRIBBBLE **shremal**
LOCATION **Gold Coast, Australia**

SKILLS

- Proficient in visual designs from concept to execution for web and mobile devices.
- Expert in designing marketing materials, branding and visual style guides.
- Able to work independently, multi-task & manage time wisely.
- Able to conduct User Research and A/B testing.
- Broad exposure to developing a concept, models, interaction flows, wireframes and interactive prototypes.
- Expert knowledge of design tools:

- SKETCH - INVISION
- ADOBE SUITE - PRINCIPLE

EDUCATION

- Diploma in UI/UX Design - 2018. CareerFoundry
- Diploma in Computer Games Development - 2010. Asia Pacific Institute of Information Technology
- Diploma in Animation and Special Effects - 2008. Aptech
- Diploma in Graphics and Advertising - 2008. Aptech

LANGUAGE

- English
- Hindi
- Gujarati

AWARDS

1st place - Ugandan Expat Photography Award

EXPERIENCE

WEB DESIGNER & ART DIRECTOR - STUDIO CULTURE | 2018

- Designing responsive websites for Wordpress platform.
- Define problems & goals, map user flows, conduct user research, wireframes and information architecture.
- Brief and work closely with developers to take an idea from concept to implementation and review developed websites and provide feedback.
- Properly document design decisions and provide assets to developers.

UI & ART DIRECTOR - DESYGNER & WEBRAND | 2017 - 2018

- Regularly designing interfaces across all devices iOS, Android and Web. Designing WeBrand's brand identity and website.
- Working close with developers, CMO & CEO on UI implementation, user experience & creating marketing material.

ART DIRECTOR - THE BRAND HOUSE | 2014 - 2016

- Creating & presenting ad campaigns across print, tv, and web.
- Providing constructive feedback on work created by junior designers.
- Simultaneously managing multiple assignments within established time-frames and budget.

ASSISTANT ART DIRECTOR - MORINGA OGILVY | 2012 - 2014

- Designing, and executing advertising campaigns for print and digital.
- Oversee and direct creative work from initial concepts to execution across retail, POS, experiential, digital and promotional designs.

SENIOR GRAPHIC DESIGNER - DAVINCI | 2010 - 2012

- Create artwork for a variety of multichannel projects POS & OOH
- Delivered high-quality design work from concept through to execution.
- Assisted creative director on projects.