

**UI/UX Designer** with 10 years of experience in design.  
I base my design decisions on intuitive interactivity  
and engagement with the user to achieve clients'  
business goals.

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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

1<sup>st</sup> place - Ugandan Expat Photography Award

## EXPERIENCE

### UI & UX DESIGNER - STUDIO CULTURE | 2018 - 2019

- 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 & UX DESIGNER - 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.