

EDUCATION

**Savannah College of Art and Design
Atlanta Campus (SCAD)**
Master of Arts—Graphic Design
Atlanta, Georgia
2015

London College of Communication
ABC Diploma in Graphic Design
London, United Kingdom
2012

**Usha Pravin Gandhi College of
Management (UPG)**
Bachelors of Mass Media
Mumbai, India
2010

SKILLS

Specialty

Design Thinking
User Experience Design
User Interface Design
Systems Design
Rapid Prototyping
User-Testing
Art Direction
Visual Design

Software

Sketch
Figma
Invision
Axure
Adobe XD
Adobe Indesign
Adobe Photoshop
Adobe Illustrator
JIRA
Microsoft Office Suites

Familiar with

Adobe After Effects
Sales Force Classic
Sales Force Lightning
HTML5 and CSS3
Jquery Mobile
Javascript

Languages

English, Gujarati, Hindi, Marathi

CAREER

Deloitte Consulting LLP UX/UI Designer

Atlanta, Georgia
2016-Current

- Conduct UX research and interviews to define personas and user needs.
- Responsible to deliver user flows, wireframes, UI mockups, and interactive prototypes, from proof of concept to final product release.
- Collaborate with the product strategy team and subject-matter experts to translate business requirements into intuitive user interfaces.
- Solution logical process flows for end-to-end user journeys and created intuitive concepts for complex and highly functional problems.
- Closely work with business architects and user representation to identify business and user needs and envisioned future user-centric experience for clients.
- Collaborate with UX researchers to conduct usability testing from creating test plans to collecting and analyzing qualitative and quantitative data.

Kairos Visual, UX/UI Consultant

Miami, Florida
2015
Researching and conducting a heuristic evaluation of their website.

Batten, Barton, Durstine & Osborn Universal Designer (CLC 580)

Atlanta, Georgia
2015

- Conceptualizing an overall theme for their interior space, developing environmental graphics and way finding system.
- Collaborated with Interior designers to conceptualize the design for BBDO's office space

Strategic Marketing Services, Experience Designer

Mumbai, India
2010.
Conceptualization of design ideas, materializing the concepts, team leader, idea generation for Brand promotion implementation.

AWARDS

**Outstanding Performance Award
Deloitte Platforms—ConnectMe**
Atlanta, Georgia
2018

**2018 Bronze Stevie® Award
ConnectMe HR Digital Workplace**
Atlanta, Georgia
2018

**2017 Gold Brandon Hall Group
ConnectMe**
Atlanta, Georgia
2017

Honorable Mention
Festive Collection Swatchbook
International Design Awards
2015

Honorable Mention
Mini Mello
International Design Awards
2015

SCAD Student Incentive Award
Savannah College of Art and Design
Atlanta, GA
2013 and 2014

SCAD Honors Awards
Savannah College of Art and Design
Atlanta, GA
2013 and 2014

EXHIBITION

Open Studio 2014
Artist book, Printmaking
Savannah College of Art and Design
Atlanta, GA
2014

