

With more than ten years of experience collaborating with cross-functional teams, I'm interested in creating digital spaces that are accessible, inclusive, and kind to their users.

Specialties include:

- Facilitation of design thinking and design sprint workshops
- Prototyping from wireframes to high fidelity production
- Conducting user testing and delivering actionable feedback

Skills

Design Skills: Design Strategy, UX Research, and User Experience design, Information Architecture, Usability, UI flows, Web / Mobile / Tablet application Design, Wireframe & Mockup Development, Rapid Prototyping, Visual Design, Corporate Branding

Programming Skills: HTML, CSS, SaaS

Software Tools: Adobe Creative Suite, Sketch, Figma, InVision and InVision Studio, UXpin, Axure RD, Dreamweaver, Proto.io, Webflow

LinkedIn Learning Certification: UX Design: Creating Scenarios and Storyboards, UX Design: Process, UX Foundations: Content Strategy

Project Descriptions

PCS Retirement, Philadelphia, PA
Lead UX Designer

Dec 2019 — Present

Lead UX and UI design for the new Advisor Lab™ - an application to help financial advisors prospecting, onboarding, and managing all types of retirement plans (401(k), 403(b), 457, IRAs, HAS, etc) including investment models and fees schedules.

- Conduct weekly design sprints with stakeholders.
- Design holistic user experience by bringing multiple legacy applications under one roof with a goal of catering to larger user audience.
- Translate complex business requirements into simple user experience, that can be delivered in a shorter time frame.
- Design and build style guide/pattern libraries
- Create interactive 100+ user-centered designs, delivering innovative concepts, wireframes, low and high-fidelity prototypes by facilitating multiple development teams.
- Provide a variety of technical support to the project team; including a design review/quality assurance, define business process map, troubleshooting, app testing, etc.

Black Knight (Heavy Water - AI Startup), Philadelphia, PA
UX Designer**May 2019 — Dec 2019**

- Lead design for building an AI tool that eliminates the repetitive back-office task of compiling loan documents.
- Created UX to monitor AI activity and accuracy across each phase of the AI journey (Compile Loan)
- Collaborate in building design system with engineers that can be used in developing a white-label application.
- Conducted user feedback interviews to analysis to AI skills and at which phases the user interaction is required.

Anexinet, Blue Bell, PA
UX Consultant**Jan 2015 — May 2019***Clients include:*

- SEI Investments, VELTEK – Core2Scan & SMA, Advaxis, Investedge, MMxchange, Cigna, Cozen, GreenTweed, PEW, Aramark, Exceed, PayFlex, Relay, Gorman Health Group, Crothall Healthcare, RoomNOW IOS app.
- Lead Design Sprints for SEI Investments to visualize the new “Investment Management Center” and Client Portal. Define critical business and user requirements designs, prototyping, and testing ideas with customers who achieve valuable business and user feedback, within a short timeframe
- Lead various design projects across the product lifecycle. Designed UI/UX interaction for mobile and web apps by analyzing existing, new products for problems and solutions; creating user flows and wireframes.
- Created the initial design concept and layout to determine the look and feel of the web application.
- Worked closely with the Stakeholders, conducted user interviews, user research, and developed personas to help set up the design process.
- Responsible for identifying and translating business requirements into high-quality design docs: sketches, sitemap, user flows, wireframes, mockups, prototypes specification
- Build style guides and pattern library of components and molecules for development
- Designed UI solutions for internal product & partners (e.g. RoomNow, Anexient Website)
- Assisted in usability testing
- QA testing - Creating test cases using Rally and VSTS

SCOGOMedia (Into Graphics), New York, NY
Sr. Graphics Designer**Sep 2008 — Dec 2014***Clients include:*

- Sutton Place Synagogue, PS 59, Empire Blue Cross Blue Shield, ProChile, Wines of Germany, Wines of Chile, St. Jude Children Hospital, Scharffen Berger, Malaysia Kitchen NYC, Johnson & Johnson, Band-Aid, and Dunkin Donuts.
- Responsible for total needs of the client including management of technical and creative resources to deliver complete corporate-quality branding and web solutions.
 - Services include branding, logo design, event-based graphics, web design, and print production.

- Art Directed and IA the web design project for Prochile.us.
- Designed and Project Managed the creation of Websites including spsnyc.org, mgrm.com, Germanwineusa.com, talentigelato.com, scogomedia.com
- Created a corporate identity brand guideline and design brochures, tradeshow, logos, email blasts, e-newsletter, and catalogs. Worked in conjunction with marketing, sales, and vendors.
- Designed event displays for Empire Blue Cross Blue Shield, Malaysia Kitchen NYC, Band-Aid, Johnson & Johnson, Truvia, and Scharffen Berger.

Glazer+Kalayjian, Westport, CT
Graphic Designer**Nov 2007 — Aug 2008***Clients include:*

- Chi Dancenter, Canon, Cocomichelle.com, June Jacobs labs, Queens Community House, Icon Recognazation
- Designed Ad campaigns, posters, logos, brochures, books, and shirts. Major work includes brochure designs for the CANON and the series of ad campaigns for the CHI DANCENTRE.
 - Worked with the interactive department, creating sitemaps, websites, web ads, and web emails.
- Responsible for all visual aspects of printed and onscreen projects.
- Overseen the process of developing visual solutions to a variety of communication problems.
- Designed sites including Queens Community house, Icon-Recognazation, and CocoMichelle - Chocolate E-commerce sites.
- Created the conceptual framework for client projects and translate it to flow, layout, motion
- Design, transitions, color, and type-based selection.

Palasa Advertising Inc.
Art Director**Jun 2005 — Feb 2006***Clients include:*

- Brands like Mercury, Sykz Gym, Sprint CD and DVD, AEC world expo and conferences 2005, U-max, and Gili jewelry.
- Managed and art directed a team of three at Palasa.Inc practice to create branding, logos, print ads, including concepts, design pieces, and web materials for a diverse group of clients.
 - Responsibilities included Graphic design and art directing with budgeting time, money, and resources for the team's engagements.
- Designed template layouts and corporate branding for the web project.
- Co-art directed NetCentury cover page print ad for Arizona Business Journal.
- Designed product display catalog for Gili Jewelry & Neena papers.
- Designed music CD and booklet for Sykz gym.
- Created brochures, Packaging boxes for Sprint CD/DVD.
- Designed trade show displays, brochures, print ads for AEC world expo and conferences 2005

Leo Burnett, Delhi, India.

May 2004 — Jul 2004

Intern

- Responsible for assisting the Art Director & Creative Director in design efforts on the Avaya Networks, MC Donald's (India), and National Geography
- Assisted with layouts on the corporate business pitch.
- Worked in QuarkXPress and Photoshop to co-produce the printed User Guides.
- Co-designed National Geography print ad for a local newspaper.

Education

Savannah College of Art and Design

Mar 2006 — May 2008

Master of Fine Arts, Advertising Design (95 Credits Completed)

Maharaja Sayajirao University of Baroda

Jun 2001 — May 2005

Bachelor of Fine Arts, Graphic Design

HONORS AND ACTIVITIES

- Designed a Graduate and Undergraduate University Degree certificate for the Maharaja Sayajirao University of Baroda.