SANDEEP KUMAR

Senior Product UI/UX Designer

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I'm Professional Product UI/UX designer with over 9 years of experience. Highly innovative, passionate and successful leader in Product UI/UX Design with high proficiencies in visual UI design, UX design, UX research, HCI, user-centered design principles and methodologies, product development, agile scrum and front-end development. Execute the knowledge and information into work and achieve success by making efforts to take the company to great heights. It should allow me to utilize my knowledge and skills in the best possible way and should provide me an opportunity to grow while contributing towards organizational growth.

SKILLS

- Product Design
- UI/UX Design
- UX Research
- Visual Design

- Prototyping
- Information Architecture
- Agile Scrum
- Research & Analytics

- Branding (Identity)
- Strategy & Planning
- HTML/CSS
- Sketch, Invision, Adobe Suite

CORE AREA

- UI/UX design for Display and Mobile, keeping in mind the balance of technical functionality and visual elements to create a system that is not only operational but also usable and adaptable to changing user needs.
- Brainstorming on project and create UX process for product.
- Expert at use of various design tools to give life and meaning to the innovative ideas that convey the client's messages succinctly and ingeniously.
- Track record of providing excellent designs and have received numerous Client appreciations for the same.
- Exhibit strong leadership qualities through quick decision-making and change management, strong analytical ability, good project management skills and the ability to drive.
- Good Exposure on Business Analysis.

CERTIFICATION

- Certified "UX Management" - IDF (Interaction Design Foundation) - 2019
- Certified "HCI Designer" - IDF (Interaction Design Foundation) – 2018
- Certified "User Experience Web Design Master" - UDEMY – 2017

- Certified "User Experience Designer" - UDEMY – 2017
- "Higher Diploma in Cartooning and Multimedia" – Animax Technologies – 2005
- Pursuing "AR & VR**"** design certification through - IDF

PROFESSIONAL EXPERIENCE (9 Years)

Sr.Product Designer - (UI/UX) at *Extra marks Education India Pvt Ltd.*
November 2018 – Till Now

Extramarks is a leading educational technology company and the creator of India's most loved learning apps for K-12 and Test Prep (IIT-JEE, AIIMS/NEET, and CA Foundation).

- Leading UI/UX and designing projects from concept to production, Managed the design, development and online marketing strategy for several product within the company.
- Utilizing a systematic UI/UX Design process that ensures a high-level of success for each project delivered.
- Working with and communicating with Product Owners daily, gathering clear business requirements and delivering designs on time.
- Researching and analyzing competitive landscape.
- Generating wireframes, interactive prototypes (Invision) and hi-fidelity visual UI design mockups (XD, Sketch).
- Conducting stakeholder reviews and presentations.
- Work closely with cross functional teams to ensure that design specifications are implemented accurately and integrate with existing frameworks.
- Involved in understanding complex business requirements and translating them into easy and unambiguous software requirements for the development and QA team.
- Participating in all Scrum ceremonies: Daily Stand-up, Sprint Planning, Sprint Review/Demo, Sprint Retrospective.

Assistant Manager - UI/UX at Cogtest Services Pvt Ltd.
April 2018 – July 2018

The Cogtest services is a global company dedicated to providing solutions that promote clinical excellence and enhance the administration and collection of data for clinical research and practice.

- Assisted the creative director by helping to manage large scale UI/UX projects.
- Interacting with clients, internal stake holder and product owner for analysis & planning.
- Conducting: Process/ workflow mapping/ prototype testing/ android/IOS design Wire framing, navigation and web/software design.

- Provide ongoing leadership and supervision of all creative personnel as part of daily work for web environments, campaigns and social media channels.
- Ensure 100% on-time delivery of all projects.
- Quality checks around 8 to 12 people.
- Maintained task sheet, create error reports and assessments.

Lead Designer - (UI/UX) at *Spaak Super Tec Pvt Ltd.*
August 2015 – March 2018

Spaak Super Tec is a global information technology, consulting and outsourcing company with services spanning in different sectors.

- Worked as an Individual contributor and responsible for the creative direction of all product design, new product development, B2B app and social media.
- Successfully lead the redesigned of a legacy product (Girls Travel), improving the overall UI and UX with a sleek new innovative design and experience.
- Create a team of 4+ designers to deliver outstanding creative solutions.
- Interact with clients and understand their business and suggest a better solution for them.
- Produced wireframes, interactive prototypes and hi-fidelity visual designs.
- Created a systematic approach for delivering assets and design specifications to front-end developers.
- Presented web-site mock-ups to clients to give them better visual of the end product and to ensure that all parameters were met.

Sr. Designer – (UI/UX) at Exponential Interactive.
November 2011 – June 2015

Exponential Interactive is a global digital advertising company headquartered in Emeryville, California, which offers its solution to brand advertisers in 25 countries worldwide. It is the second largest network publisher in the world.

- It was a challenging start, as this was the first experience in an advertising industry, which I overcame gradually.
- Develop and maintain design patterns.
- Visualization & Wireframe for online digital marketing campaigns.
- Crafting usable and elegant interfaces for their clients.
- Provide input and support into creative concepts associated with new business development and client proposals

- Interacting with clients for creative design requirement, analysis & planning.
- `Worked upon several online digital Ads products like; illuminate, Shine, Glow, Expandable Banner, Side kick, Pushdown, Half page, Std. Banners, Filmstrip, Video Ads, Ado tube, Blaze, VDX, Billboard etc.

Web/Graphic Designer at Q2A Media Pvt Ltd.
April 2010 – August 2011

Q2A media is a creative resource partner. For thirty years, QBS has supported publishers worldwide in creating integrated media and content solutions for education.

- Responsible to maintain and upgrade company website, micro websites, articles and blogs.
- Create layouts for micro website and convert into HTML.
- Worked on WBT & CBT and design GUI's for k12 learning.
- Create character, 2d graphics and animation for K12 learning materials.
- Create visual elements like logos, Images, mailers, flyers, brochures and other graphics elements.

EDUCATION

- **Bachelor of Computer science** : BCA from Delhi Institute of Engineering Studies - 2016
- **Post- Graduate**: M.B.A in Information Technology from Monad University 2013
- **Graduate**: BBA from Delhi Institute of Management Studies - 2010

PERSONAL DETAILS

Father's Name	:	Mr. Daya Shankar Prasad
Date of Birth	:	7th Feb, 1986
Marital Status	:	Married
Passport no	:	K1761874
Address	:	A-1259, Third Floor, G.D Colony,
		Mayur Vihar Phase 3, New Delhi - INDIA

Date :
Place : Delhi   **(SANDEEP KUMAR)**