

PROFESSIONAL SUMMARY

Senior UI/UX & Visual Designer with 6+ years of experience designing user-centric mobile apps, web applications, enterprise dashboards, and interactive kiosks. Expert across the full design lifecycle—from research and prototyping to testing and implementation—with strong strengths in accessibility (WCAG 2.1), design systems, motion design, and data visualization. Proven collaborator and mentor, delivering pixel-perfect, scalable solutions aligned with business goals across agile, cross-functional teams.

ROLES AND RESPONSIBILITIES

- Design Tools: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Sketch, After Effects (micro/motion animation)
- Include mobile -native UI design and component library maintenance.
- Add “Designed intuitive mobile experiences consistent with iOS and Android platform standards.”
- Usability testing, Agile collaboration, and accessibility for mobile interfaces.
- Front -End Development: HTML5, CSS3, Bootstrap, PHP
- UI/UX Expertise: Wireframing, Prototyping, Responsive & Interaction Design, Usability Testing, Design Systems, Accessibility (WCAG)
- Graphic & Motion Design: Logos, Flyers, One -pagers, Master Decks, Presentations, Infographics, Charts/Graphs, Vector Design, Logo Intros, Splash Screen Animations, Login Animations, Product Animations, Micro -animations
- Soft Skills: Cross -functional Collaboration, Visual Storytelling, Agile Workflows, Problem - solving, Mentorship

PROFESSIONAL EXPERIENCE

MidFirst Bank — UX Designer -- Oklahoma, USA

Sep 2025– Present

- Designed intuitive, secure, and user-centric digital banking experiences for mobile apps and online platforms, focusing on account management, transactions, payments, transfers, and personal finance tools.
- Created end-to-end user flows, journey maps, wireframes, and interactive prototypes in Figma to streamline complex banking processes like onboarding, fund transfers, bill payments, and fraud alerts while prioritizing simplicity, clarity, and trust-building features.
- Ensured WCAG 2.1 accessibility compliance and inclusive design practices to make financial services usable for all customers, including those with disabilities.
- Collaborated closely with cross-functional teams (product managers, engineers, compliance, and security stakeholders) in agile environments to translate business requirements into responsive, pixel-perfect UI designs aligned with banking regulations and security standards.
- Developed and maintained design systems, component libraries, and style guides to ensure consistent branding, visual hierarchy, and seamless experiences across web and mobile platforms.
- Conducted user research, usability testing, and A/B testing to gather insights on customer pain points in financial interactions, iterating designs to improve engagement, reduce friction, and enhance satisfaction.
- Designed data visualizations, dashboards, and infographics to simplify complex financial data (e.g., transaction histories, spending insights, account balances) for better decision-making.
- Incorporated micro-animations, smooth transitions, and secure login flows (e.g., biometric authentication cues) to create engaging yet trustworthy user experiences.
- Partnered with developers for smooth handoff, design QA, and optimization of UI performance to support fast, reliable banking interactions.
- Contributed to personalization features and proactive financial guidance elements to deliver tailored, user-friendly experiences that build long-term customer loyalty

Asset Telematics — UI/UX Designer – Hyderabad, India

May 2024 – August 2025

- Designed UI and branding for enterprise and consumer products including Asset Connect, Deep Vision, B-Taxi, and a suite of Jio tools (Health, HumSafer, Xplore).
- Built responsive web and mobile interfaces that enhanced usability and accessibility across multiple platforms.

- Integrated WCAG accessibility standards into UI designs to ensure inclusive and user-friendly experiences across platforms.
- Collaborated with product managers and developers to design intuitive, accessible mobile apps for iOS and Android.
- Created user flows, wireframes, and interactive prototypes using Figma and Adobe XD.
- Ensured consistency with Apple HIG and Material Design guidelines.
- Delivered polished design assets—micro-animations, icons, and marketing collateral—that improved visual storytelling and product adoption.
- Created interactive kiosk interfaces to support real-time customer engagement and streamlined navigation.
- Partnered with cross-functional teams (engineering, product, and marketing) to align design solutions with technical feasibility and business goals.
- Developed and maintained design systems and UI guidelines ensuring consistency across diverse digital products.
- Conducted user research and usability testing, translating insights into actionable design improvements.
- Produced marketing brochures, pitch decks, and visual collateral that strengthened product branding and client presentations.
- Created indoor floor map drawings and custom interactive visuals to support navigation and location-based applications.
- Delivered polished design assets—custom icons, micro-animations, and marketing collateral—that improved visual storytelling and product adoption.
- Implemented iterative design workflows using agile methodologies, reducing design-to-development turnaround times.
- Collaborated with stakeholders to deliver scalable, business-focused UI solutions, contributing to product launches and customer adoption.
- Designed end-to-end user journeys and wireframes, ensuring intuitive navigation and seamless user experiences.
- Collaborated with developers to optimize UI performance, reducing load times and improving responsiveness.
- Introduced modern design tools (Figma, Sketch, Adobe XD) to accelerate collaboration and design delivery.
- Created A/B test prototypes to validate design decisions and optimize for higher user engagement. Enhanced brand identity by standardizing typography, color palettes, and iconography across all digital products.
- Supported pre-sales and client pitches by delivering tailored design concepts and interactive demos.
- Mentored junior designers and guided cross-team members on best practices in UI/UX and branding.
- Coordinated handoff processes to developers with detailed design specs, ensuring smooth implementation.
- Integrated accessibility standards (WCAG 2.1) into UI designs to ensure inclusive digital experiences.
- Designed dashboard visualizations and data-driven interfaces, simplifying complex workflows for enterprise users.

Sadupsoftech Private Limited -- Hyderabad, India

UI/UX & Graphic Designer July 2019 – April 2024

- Created visual and interaction design for diverse industry projects including 1Connect (IT), EduxFactor (education), Therauplex (healthcare), and AziroGlobal (metal trading).
- Designed brand identities and logos, ensuring alignment with client vision and market positioning.
- Built responsive websites, web, and mobile interfaces that enhanced usability and accessibility across multiple platforms.
- Developed micro-animations and interactive assets that enhanced user engagement and storytelling.
- Produced marketing collateral such as brochures, pitch decks, and digital campaigns to strengthen brand presence.
- Built responsive digital interfaces optimized for both desktop and mobile platforms.
- Managed projects from concept to execution, ensuring timely delivery and adherence to brand guidelines.
- Partnered with clients to translate business goals into effective design strategies.
- Delivered end-to-end design solutions that improved usability and client satisfaction across industries.
- Maintained brand consistency across print, web, and digital assets through style guides and design standards.
- Led design reviews and incorporated feedback loops to refine deliverables and achieve client approval efficiently.
- Conducted user research and competitor analysis to inform design decisions and improve product-market fit.
- Created wireframes, prototypes, and mockups to validate design concepts before development.
- Collaborated with developers to ensure pixel-perfect implementation of UI designs.
- Applied UX principles and accessibility standards (WCAG) to deliver inclusive digital experiences.
- Designed dashboard and data visualization interfaces, simplifying complex workflows for clients.
- Introduced design tools and workflows (Figma, Adobe XD, Sketch) to improve efficiency and team collaboration.
- Supported client pitches and stakeholder presentations with tailored design concepts and visual storytelling.
- Coordinated multi-channel campaigns integrating print, digital, and social media assets.
- Mentored junior designers and guided interns on best practices in UI/UX and branding.
- Implemented iterative design reviews within agile sprints, reducing design-to-development turnaround times.

EDUCATION

- Post Graduation Diploma in Computer Science, Satya Technical Institute, Nirmal – 2020 Degree
- Bachelor Science, Kalinga University, Raipur -2019

PORTFOLIO HIGHLIGHTS

- Asset Connect – Fleet Management Mobile App & Web Application (dashboard design, data visualization, user journeys)
- B-Taxi – Taxi Booking Mobile App (point -to-point, airport, rental, and outstation booking flows with branding & splash animations)
- Deep Vision – Employee Management System (Mobile App & Web Application) with role-based dashboards and workflows
- Maid Services – Mobile App for maid and client journeys, including booking, tracking, and service management
- Websites & Marketing Collateral – Responsive websites, brochures, flyers, logos, and brand guidelines across multiple industries