

Supriya S. Yadav

User Experience, Visual Designer

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<https://www.behance.net/supriil>
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Skills

Competitor Analysis
Contextual Enquiry
Persona Development
User Task Flow
Information Architecture
Wireframing
Usability Testing
A/B Testing
Mood-Board Creation
Style Guides & Pattern Library
Design Systems
Visual design for Cross Platform
Illustrations
Agile Methodologies

Tools

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
InVision
Miro
Axure
Visio
Adobe Dreamweaver

Education

BCA (2020)
Pursuing

HFI CUA (2015)
Completed HFI-CUA course

Edit Institute, Pune University (2006 -2007)
Diploma in User Interface Design and Animation

MMSID, Pune University (2004 -2006)
Diploma in Interior Design & Decoration, Landscape

Modern Collage, Pune University (2002 -2004)
Higher Secondary Certificate

Achievements

Acquired Grade 'A' in Intermediate Drawing Examination Held in Year 1999.

Awarded 3rd place for an interior commercial project in the IIID Design Excellence Award held in year 2006.

Clients I have worked with



Experienced in UX Design within the end to end product development cycle in an Agile working environment for over 10+ yrs. Passionate about solving users' problems through simple yet innovative design solutions and believes empathy is a key component to creating the best user experiences.

Work Experience

iMocha, Pune UX Lead, Nov 2021 – March 2023.

Within this role I have worked closely with team members across the software development life-cycle, from product managers and BAs to discover, define and design, through to developers and testers to address queries and sign off on features in an agile environment.

Lead the entire product of iMocha (Talent Acquisition, Talent Development, Payment Portal Integration) and collaborated with other members of the product development, engineering team to crafted intuitive and effective user experiences.

Re-designed the products current website. Starting from creating the mood-board, design system, style guide, icons and designing web pages for <https://www.imocha.io/>

Crafted low/high fidelity UX designs to convey concepts to product stakeholders and engineers for review and feedback.

Delivered development-ready assets and specs to frontend engineers.

Re-designed the existing UIs to better adaption, created the brand new design system for the product.

Fiserv India Pvt Ltd, Pune Design Analyst, Oct 2018 – Dec 2018 (3 months Contract).

Conducted user research to understand and evaluate user needs, preferences which involved interviews, survey. Brainstormed and designed sketches, wireframes and prototypes.

Performed usability testing with users and incorporated feedback received by iterating on designs.

Conducted internal reviews of designs with UX and product teams. Conveyed and presented findings and designs to stakeholders across the product team.

Re-designing the existing UIs to better adaption for cross platform.

Implemented end to end design solutions that increased feature adoption of payment portal.

Collaborated closely with product managers, business analyst and development team.

Torinit Technologies, Pune Design Analyst, Aug 2017 – Oct 2017 (3 months Contract)

The main goal was bringing the new identity and the interface together, so everything feels connected. Improved the adoption of the product by enhancing the old version of the interface with Visual hierarchy, Contrast, Clarity and Friendly identity.

Designed and developed features which allows for better and more accessible display of information, and in some way make it all less stressful.

Worked with UX designers, product owners, architects and software leads in an agile environment following scrum methodologies.

Engaged to create the design system and visual design for e-commerce product.

Mundio Mobile, London UI - UX Designer, Feb 2017 – July 2017 (6 months)

Introduced, created and managed a design system to simplify collaboration between the design and front-end team.

Re-designed , application that were displayed to portray the UI capabilities and helped to increased the conversion by adding simplified onboarding screens for cross platform.

Restructured the marketing website's information architecture that lead to increase in sign up, book a demo conversion rate.

Providing Estimation & Scheduling

Fiserv India Pvt Ltd, Pune Design Analyst, Nov 2015 – Sept 2016 (11 months)

Introduced, created and managed a design system to simplify collaboration between the design and front-end team in a agile environment.

Designed starting from mood-board creation to introduce design system for the payment solution for schools and to simplify collaboration between the design and front-end team in a agile environment.

Within this role worked closely with product managers and BAs to discover, define and design, through to developers and testers to address queries and sign off on features.

Brainstormed and designed sketches, low-fidelity wireframes and user interfaces to communicate user flows.

Conducted internal reviews of designs with UX and product team.

Conveyed and presented findings and designs to stakeholders across the product team.

Cybage Softwares Pvt. Ltd, Pune Sr. UI Designer, Dec 2009 – Nov 2015 (6 years)

Redesigned the business's website. Creating the mood board, design system, style guide, and iconography at early stages helped to simplify collaboration between the design and front-end team.

identified the design needs, created interactive prototypes for a variety of projects and POC on the same schedule, and contributed in winning the design pitch.

Designed focused user interfaces, low-to-high fidelity mobile-first wireframe flows, and prototypes for responsive applications across a range of industry sectors.

Learned additional skills like expression blend and helped in building customised webpages in XAML.

Pragmites Internet Consulting Pvt. Ltd, Pune Web Designer, July 2007 – Dec 2009 (2.5 years)

Worked on various devices like desktop, Web, Mobile and Tablet platforms.

Designed portals, applications, corporate branding and websites that were displayed to portray the UI capabilities. Designed for e-commerce web portals along with the admin panels in CMS.

Learned additional skills like Joomla! CMS and helped in building customised websites and maintained the admin library.

Personal Details

Date of Birth:

28Th July 1986

Nationality:

Indian

Visa Type:

Stamp 1G (Work Allowed)

(Dependent of critical skill work permit holder)