

SHRADHA NARANG

UI UX Designer

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EDUCATION

COURSE: User Experience Design Immersive

YEAR OF PASSING: June 2020

INSTITUTE: General Assembly, Singapore

COURSE: B.F.A Bachelor in Fine Arts (Applied Arts)

YEAR OF PASSING: March 2006

INSTITUTE: University of Mumbai, India

CERTIFICATIONS

Front End Web Development

Udemy - 2020

UX Design Research & Tools

LinkedIn Learning - 2019

YouTube Creative essentials

Activate Customer-Centric Marketing

Google Ad Fundamentals

Google Academy for Ads - 2019

Facebook & Instagram social media content development courses

Facebook for Business - 2019

Bag & Shoe Design Diploma

M.F.A., Mumbai (Affiliated to Design Institute of Australia) - 2018

Advance Photography Course

National Institute of Photography, Mumbai - 2005

A user experience designer crafting meaningful experiences to address real life problems with an empathetic view.

With a decade of working experience in graphic & visual design, I apply my creative knowledge to add visual appeal & impact to this experience further.

Am capable of driving projects as part of a team as well as independently, spanning end-to-end across consumer-research to concept development, from designing to output proofing & from budgeting to project coordination.

In line with my career aspirations, am seeking an opportunity as a UI UX Designer with the objective of furthering my skill sets in human centered interactions, whilst contributing with my creative experience to the organisation.

WORK EXPERIENCE

2015-present | Freelance Applied Artist

Social Media Content Design & Management: Created 'BakeEscape', an online baking community on social media. Designed logo, cover images & videos for the community. Blog & manage posts & content updates across Facebook/ Instagram for the community. An App (Application Programming Interface) under development to enhance user interface (UI) & mobile interactivity.

Models: Designed & developed lab demonstration / display models & mementos for Unilever, Johnson & Johnson and Hexaware Technologies.

Branding: Led the development of print collaterals for varied start-ups, helping drive awareness and education of offerings.

Fine Art: Pursue my passion by creating art in a personal capacity for home décor.

2013-15 | Senior Designer & Business Developer | Sphinx Arts & Crafts, India

Digital Store / Portal Design: Designed a user interface & experience enhanced e-commerce store for an in-house fashion jewellery brand, bhavaa, with a focus on features and after-sales support to drive awareness and repeat purchases for the start-up.

Product / Brand Design: Exhibited at EnVogue - Dubai and prominent art studios in India, handcrafted 600+ gemstone-based jewellery pieces as a key member of the product development team.

Conceptualized the brand logo, packaging, tags & info-booklets for the brand, driving a premium imagery for the offering.

Brand Architecture: Shaped the brand architecture with designs being classified under 5 core collections, each catering to varied age groups via bespoke colour combinations.

Business Strategy: Researched grades of gemstones & metals, negotiated procurement terms across 30+ vendors in India & China to devise the business strategy.

2012-13 | Creative Strategist & Senior Designer | Sphinx Creative Communications and Arts & Crafts, India

Creative Strategy: Conceptualized packaging for different toothbrush models (15 models, 7 sizes, 4-tier price points) for Unilever's oral-care brand, Pepsodent in APAC by designing new packaging graphics and defining guidelines to adapt basis local market needs.

Business Development: Creative representative on the business development team to pitch for new clients.

Start-up Research: Led the set-up of the core categories / product platforms as part of Arts & Crafts division.

SOFTWARE SKILLS

DESIGN & PROTOTYPE

Adobe Suite (Ps, Ai, Xd, Pr)

Sketch

Invision

Axure

Balsamiq

Corel Draw

PRESENTATION

Keynote

Google Slides

COLLABORATION

Miro

Mural

Trello

PROFESSIONAL SKILLS

HARD SKILLS

User Research

Information Architecture

Visual Design

Interaction Design

Wireframing & Prototyping

SOFT SKILLS

User Empathy

Problem Solving

Planning

Teamwork

Consistency

Diligence

2009-12 | Creative Strategist & Designer | Sphinx Creative Communications, India

Digital Platform Development: Categorized and designed an online portal, 'Connections' for Unilever's beauty & salon brand, Lakme Lever to smoothen workflow communication across dealers / sales teams.

Designed a user interface 'Voices from the Street' for Hindustan Unilever's marketing teams enabling on-demand consumer connect video viewing & access to key research documents.

Digital CRM Tool: Designed a desktop app-based Customer Relationship Management tool for a local salon to manage customer records, feedback & deliver customized offers whilst the back-end enabled employee commission in line with the time spent attending to customers and feedback ratings on the tool.

Innovation: Developed the launch plans of Unilever Food Solutions' Knorr Indian Base Sauces; part of pre-launch sales team meets to devise communication plans addressing on-ground implementation concerns.

Brand Campaign: Conceptualized rebranding campaign for a local school communicating about the new hi-tech facilities via assets like brochure, direct mailers and information website to dial-up enquiries.

Exhibit Design: Awarded 2nd prize for 'Best Stall Design' at Hosts'10 (India's largest hospitality tradeshow). Designed 3+ exhibition stalls for Unilever Food Solutions, targeting institutional HoReCa segment.

Project Management: Coordinated across client, 3P copywriting teams & art houses for Hindustan Unilever's 75th year special edition magazine, 'Hamara', a key corporate communications milestone for the client.

Creative Demos: Creatively designed modified presentations for key meetings at Unilever. Designed flash presentations for 4 new properties launched by Godrej Properties (one of India's leading real estate companies), enabling their sales team to uniformly showcase the property features & images to prospects.

2007-09 | Visualiser | Sphinx Creative Communications, India

In-Store Branding: Conceptualized in-store branding assets for Unilever's Kwaliti Walls across their mobile service units enabling easy consumer navigation of variants & flavours.

Research Aids: Created visual representations for concept-test research aids for Unilever's Lifebuoy, Pepsodent & Close-Up brands.

Print Collaterals: Visualized designs & concepts for product packaging, brochures & POS for Unilever Food Solutions to expand their institutional segment portfolio via new launches.

Crafted detailing aids & newsletters for Siemens Healthcare to help drive communication with health-care professionals.

Designed event collaterals like backdrop, foyer, posters, standees & catalogues for Siemens Healthcare basis global brand guidelines to educate professionals on new product features & usage.

2006-07 | Junior Digital Designer | Sphinx Digital, India

Interface Design: Developed the strategy & design for HTML websites basis key user interface requirements.

Designed e-direct mailers for key clients to promote events & launches across internal & external stakeholders.

Content Update: Modeled & designed regular web content updates basis annual content calendar.