

HI, I AM SNEHAL. SPECIALISED IN CRAFTING EXPERIENCES THAT ARE **IMPACTFUL,** **INTUITIVE,** AND PERHAPS, **EVEN A BIT DELIGHTFUL.**

PORTFOLIO

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LOCATION

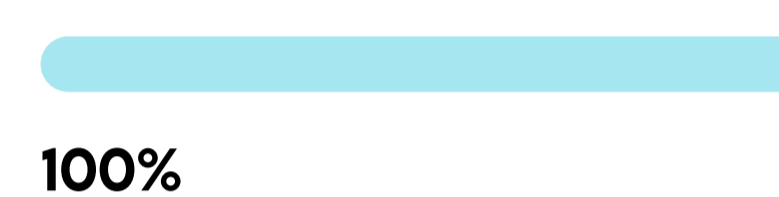
MUMBAI

I AM A PRODUCT, VISUAL AND COMMUNICATION DESIGNER WHO THRIVES IN HIGH IMPACT SPACES, AMBITIOUS TEAMS AND GREAT CULTURE.

12+ yrs of experience in UI-UX and web design. My out of the box design thinking and crazy ability to re-design everything makes me stand out from crowd. I am happy go & work-mode-always-on kind of team player. What else? a PC gamer and big fan of DC-Marvel universe. I love working closely with technology, our society and people. As a designer, I'm open to learn and adapt to new ways of work, new skills and new industries as long as I'm solving meaningful problems that help people with solutions that are simple and memorable. I care a lot about culture, and I always seek out to make authentic relationships with the people I work with.

EXPERTISE

PRODUCT DESIGN



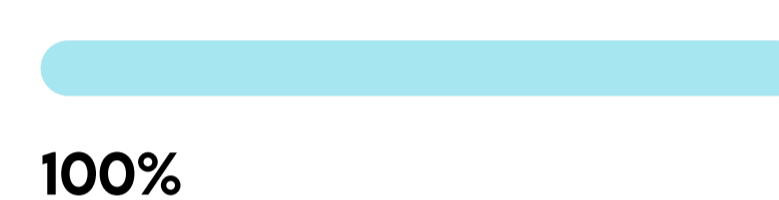
UI DESIGN



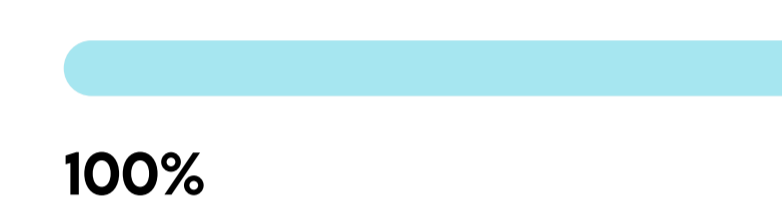
UX DESIGN



VISUAL DESIGN



PROTOTYPING



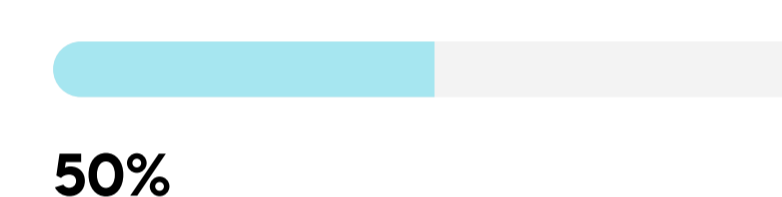
MOBILE DESIGN



WEB DESIGN



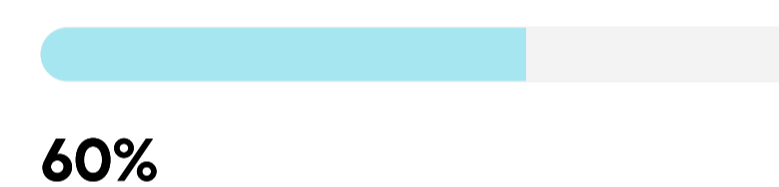
BRANDING



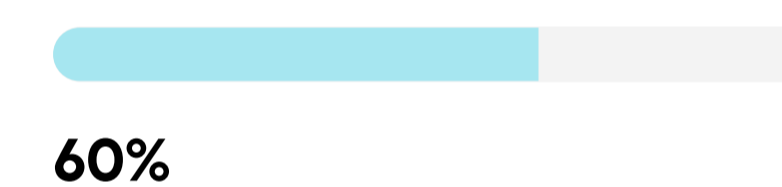
DESIGN THINKING



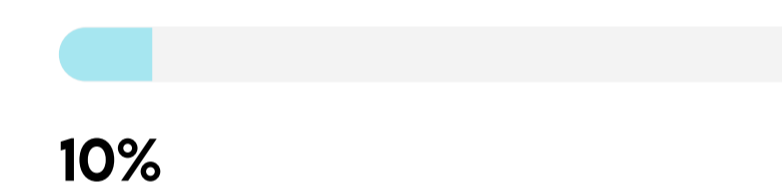
DESIGN STRATEGY



USER RESEARCH



CODING



PROFESSIONAL EXPERIENCE

SENIOR MANAGER AT RELIANCE JIOHEALTHHUB (SINCE APR 2022), DEPUTY MANAGER (JUN 2018 TO MAR 2022)

- Build strong relationships and operating rhythms with leaders inside and outside core UX team to efficiently implement user experiences that are cohesive, inclusive, and well-informed
- Be responsible for and effectively advocate for users in a corporate climate, imparting day-to-day design leadership that fosters a shared understanding of the user-centric intersection between design, content, business, and engineering
- Facilitate product visions by researching, conceiving, wireframing, sketching, prototyping, and mocking up user experiences for digital products
- Serve as the primary designer for complex interface designs for one or more areas (subsystems) for one or more areas (subsystems) for a larger system or multiple areas (subsystems) for smaller systems using techniques including storyboards, mockups, web flows, product feature demonstration videos, and/or prototypes
- Build, test, deploy, and document complex production quality front-end user experience for one or more areas (subsystems) for a larger system or multiple areas (subsystems) for smaller systems
- Provide leadership, direction, and mentorship for a team of UX Designers and developers; lead creative and holistic thinking across diverse product releases, platforms, and devices
- Organized and conducted participant training for User Acceptance Tests (UAT) to ensure participation and accurate results
- Documented UAT results and made recommendations based on how closely the product's performance met the criteria defined in the UX and business requirements

SENIOR UI-UX DESIGNER AT BITSTREET TECHNOLOGIES, INDIA (NOV 2017 TO MAY 2018)

- Collaborate with the product and engineering teams to define and execute on user interface designs for the platform
- Create wireframes, high-fidelity designs, and prototypes that communicate design concepts and user flows
- Conduct user research and usability testing to inform design decisions and iterate on designs based on user feedback
- Create design systems and maintain style guides to ensure consistency across all products and features

UI-UX DESIGNER AT DIGITAL BLUEMOON CANADA (NOV 2016 TO JUN 2017)

- Understand and internalize the organization's brand strategy and conceptualize ideas through creative visualizations that bond the end users and customers
- Project management, scheduling, and resource allocation tools
- Work with Product, Marketing, Business and IS teams to obtain and understand business, functional and technical requirements
- Experience in tools such as Sketch, Balsamiq, OmniGraffle, Axure, Principle & Invision for creating wireframes, site maps, flow diagrams & interactive prototypes
- Familiarity with HTML, CSS, JavaScript & other web technologies, as well as their inherent strengths & weaknesses as they relate to user experience
- Execute the UX vision, along with a plan for evolutionary, iterative updates that actualize the larger vision over time

SENIOR WEB DESIGNER AT WISDMLABS (NOV 2016 TO JUN 2017)

- Provide leadership, direction, and mentorship for a team of UX Designers and developers; lead creative and holistic thinking across diverse product releases, platforms, and devices
- Helps establish mobile framework, drive implementation of guidelines, and develop key business applications
- Collaborated with multidisciplinary teams to improve efficiency by prioritizing and working through obstacles while maintaining a focus on the user experience
- Worked directly with a variety of e-commerce clients to establish a vision for their websites and web applications based on business objectives and user goals
- Mentored designers and educated fellow team members and clients on the value of UX design
- Created user-friendly experiences by simplifying complex information architecture and workflows

WEB DESIGN TEAM LEAD (2013-2015), JR. VISUALIZER OF DIGIT 9.0 (2012-2013)

- Collaborate with business stakeholders and business analysts in analyzing requirements and assessing scope to ensure that the vision can be developed to meet business needs
- Designing Web-based transactional products (i.e., e-commerce, banking, etc.) and large-scale consumer websites
- Mobile related design experience
- Managed design review cycles with management, engineering, designers, and stakeholders
- Worked directly with a team of 4 web developers in order to quickly solve current issues and also create a roadmap for enhancing the users experience across multiple websites.
- Worked towards Improving the Information Architecture, as well as workflow, design, and responsiveness for Confidential 's online magazine, store, blog, event, and educational websites

WORK HIGHLIGHTS

E-COMMERCE PROJECTS

In my past companies, I have worked with Claro, Milton, Treo, Leveza International, The Nibble Box, Loveable Lingerie, Raw Pressery etc. Created a seamless experience for the user journey to enhance their CTR and visitor ratio.

VITRUVIEN

Custom clothing brand. Created entire website workflow, website design which is based on Ecommerce so they can have web-presence. Simplified their Shirt Customization so user can easily stylised product and make purchase without any hassle.

APOLLO HOSPITALS CANCER CENTER

Worked on their website design. Goal was to introduce all the crucial services related to "Cancer" to their landing page so user can have maximum benefit and easily navigate between their problems and solution. With rich content, respective visual elements for the user to understand the importance of cancer and its types as well as "Proton Technology".

LEVEZA

An International swimwear/travel wear for the women targeted from teen to old age. Created website with overall user flow with enhanced product cart for trouble-less e-commerce experience.

POWERPLAY SMARTBAND

Created website for the smart band including visual elements, defined product key features and benefits to use it as well as shown the compatible platform for the band.

APNEA INTERNATIONAL

An International Diving platform. Surfing or Diving, these are the experts and give lessons to make you an expert. Created IOS-Android mobile app for their lessons. Implemented website structure into minimalistic yet visually appealing to give the user best experience of sea world.

JIOHEALTHHUB

A Health Product has 1M+ downloads on playstore and IOS, here working as a Product/UI-UX Designer responsible for bringing new ideas to table and converting them into real life. Successfully enhanced in-app services with modern UI and seamless UX as well as introduced new services on board. Initiated Emailer design and development to gain more user base and capturing their data to deliver more relative information about the Health Industry.

VIACOM 18 CHANNELS

To overview user engagement and channel analytics, worked with Viacom 18 for their internal channel dashboard. Using the dashboard, a person can review and toggle the channel data for any time slot, day-week-monthly slot and location wise.

HIMALAYA BABY CARE

Created structural and visual hierarchy for the website and introduced article page. Idea was to give prime information to the user who are about to become a mother or will be a mother. Articles were intend to give significant data available for the respective target audience.

RAW PRESSERY

Improved and re-structured homepage for desktop and mobile version, created interactive gif emailers for user acquisition.

LOVEABLE LINGERIE

Worked on the famous lingerie brand to improvise the homepage as well as product pages so user can effortlessly curate, set filters as per the need and find suitable product for itself. Giving the structural entities on a single product page in such a manner so it should stand out from other websites.

BINEX PLATFORM

With rapid increase in world of bitcoin, Binex platform and its sub-partners stand out from above. Based on blockchain technology, I have created and helped developed all of their products and their mobile apps, websites. I was responsible for all of the product styleguides, logos, design and development.

SKILLS

- User Research and Analysis
- Information Architecture
- Interaction Design
- Visual Design
- Prototyping and Wireframing
- Usability Testing
- Design Thinking
- Design Systems
- Responsive Design
- Accessibility Design
- Design Tools (e.g. Sketch, Figma, Adobe Creative Suite)
- Project Management and Collaboration Tools (e.g. Jira, Trello, Asana)
- Leadership and Team Management
- Communication and Presentation Skills
- Collaboration and Cross-Functional Coordination
- Problem Solving and Critical Thinking
- Adaptability and Flexibility
- Time Management and Prioritization
- Empathy and Customer-Centric Mindset
- Decision Making and Strategic Planning
- Conflict Resolution and Negotiation
- Creativity and Innovation
- Active Listening and Feedback Incorporation
- User Research and Testing Expertise

EDUCATION

S.S.C (2007-2008)

Mumbai Board in 1st Division

H.S.S.C (2009-2010)

Mumbai Board in 1st Division

DIPLOMA IN 3D ANIMATION AND FILM MAKING (2010-2011)

Mumbai Board in 1st Division

B.COM DEGREE (2013)

Kanpur University

CERTIFICATIONS

- RUNNING A DESIGN BUSINESS LEADING A CREATIVE TEAM
- HUMAN CENTERED LEADERSHIP
- ARTIFICIAL INTELLIGENCE FOUNDATIONS NEURAL NETWORKS
- NEW MANAGER FOUNDATIONS
- UX RESEARCH METHODS INTERVIEWING
- DESIGN THINKING IMPLEMENTING THE PROCESS
- USING AI TOOLS FOR UX DESIGN
- MANAGING YOUR DESIGN CAREER
- USING AI IN THE UX DESIGN PROCESS
- COLLABORATIVE DESIGN MANAGING A TEAM
- DESIGN THINKING UNDERSTANDING THE PROCESS
- UX FOUNDATIONS USABILITY TESTING
- UX FOUNDATIONS RESEARCH
- DATA-DRIVEN PRODUCT RESEARCH AND DESIGN