

# iladeep bharadwaj

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## Summary

UX Designer with six years of experience in designing and implementing user-centered solutions for enterprise-level clients. Proven ability to design and execute complex digital solutions with agile methodologies. Applying for a position as a senior UX designer. A dedicated designer who yearns to work on design projects with an urge to understand project significance and learn design methods. To channel her passion for art and design to strike a balance between form and functionality.

## Experience

### **UX Designer | ADP Private Limited | Hyderabad, India | September 2021 - Present**

- Part of a team that designed products for U.S. and Canadian markets.
- Experience working with lean UX design systems and designing a cohesive experience for non-payroll practitioners.
- Conducted research and design methodologies of data cloud systems for analytics and reporting.
- Working on Insurance Services projects, automating Health and Benefits policy creation and process automation using heuristic evaluations as research method basics.
- Involved with a team designing an intuitive and complicated user experience while working with various tools such as MIRO, Invision, and Sketch.
- Experience working with affinity mapping, user research methods, and usability testing.

### **UX Designer | Kony India Pvt. Ltd. (Now Temenos) | Hyderabad, India | July 2020 - September 2021**

- Designing user experience for creating low-code ability products targeted towards developers (primarily) and designers.
- Part of a team that constantly works on creating new micro-interactions, rapid prototyping, intuitive experiences, and seamless integrations between ideas and reality.
- Designing digital experiences to create applications, websites, and branding methodologies.
- Achieving a 100% success rate on customer satisfaction surveys for all projects completed.
- Increased customer base by 10% and received positive feedback from all customer interactions and usability test design.
- Awarded best new joiner of the quarter.

### **UX Designer (Contract Short Term/Freelance) | Centre for Online Resolution of Disputes | Bangalore, India |**

#### **March 2020 - July 2020**

- Involved in developing the CORD platform for dispute resolution.
- Working towards developing a completely virtual platform for the resolution of disputes.
- Working for the ongoing website design both on the User experience and User Interface Design through stakeholder management while balancing the technical constraints as well.
- Developing visual/ graphic collaterals such as animation videos and graphic collaterals for the company such as brochures and proposals.
- Illustration design for the company marketing material.

### **Product Design Lead | IndOro Designs (Zinarya Jewelry) | Pune, India | December 2017 - February 2020**

- A Designer with expertise in design conceptualization, concept development, and strategy.
- Led a team of designers to produce exceptional 3D Printed designs within turnaround timelines efficiently.
- Played a central role in contributing to Graphic Design and Marketing teams with content and concept as the main focus.
- A strong developmental role in adapting to new software and design systems. Developed expertise in new software to develop parametric designs.

- Proven Prowess in handling international and national level projects with A Segment clients such as Joy Alukkas.
- Working on projects involving international clients, handling concept design, packaging design, and content for the jewelry pieces.

#### **Product Designer | Safari Designs | Bangalore, India | June 2017 - December 2017**

- A multi disciplinary design role with proven proficiency in handling international and Indian client projects with equal conviction.
- Handled jewelry, home decor and industrial equipment projects.
- Designed two jewelry collections for Indian Retailer Myntra to launch the company's first online presence.
- Designed accessories for Harley Davidson's launch.
- Designed and curated a collection of Corporate Accessories for the company's home decor range.

#### **Design Intern | Eesha Zaveri Jewelry | Vadodra, India | November 2016 - May 2017**

- A Six Month graduation project focusing on designing six jewelry collections initiated from design conceptualization to the final prototype of the products.
- Designed two collections for the company, implementing all the design principles and techniques learnt during the course of study.
- Graduated with a 9.0 CGPA in the thesis project.
- Gained experience in CAD, Rhino, Adobe Photoshop, Illustrator, InDesign.
- Won the “Best Thesis Award” in the department of Jewelry Design.

#### **Design Intern | Dhora, India | Jaipur, India | July 2015 - August 2015**

- A three month internship focusing on the manufacturing and merchandising aspects of design.
- Understanding the design process in a real life set up, and documenting the entire process.
- Handled merchandising and marketing for the company.
- Integrating new clients into the store and product placement across various stockists.
- Gained an in-depth knowledge of the design process, the manufacturing process, and the merchandising process.
- Increased the company's social media following by 20%.

## **Education**

**Bachelors of Design, Product Design | Minor in Fashion and Lifestyle Accessories | National Institute of Fashion Technology | 3.4 | Hyderabad, India | 2017 |**

## **Certifications**

**Accessibility Fundamentals - Disabilities, Guidelines and Laws | Deque Systems, Inc | 2022**

Certified in Accessibility fundamentals knowledge

**Basic Web and Document Accessibility for Content Contributors | Deque Systems, Inc | 2022**

**CAECs - 0.50 IAAP Continuing Accessibility of Education Credits | Deque Systems, Inc | 2022**

**Certification in UX/UI Design | Design Boat UX/UI School | 2020**

Certified in Digital Design practices and industry standards for user experience design

## **Skills**

Technical Skills: UX Design, Usability, Accessibility, Ux, Wireframing, Mood Board, Lean UX, Design Decisions, Design Research, Interface, Workflows, User Journey, Visual Mockups, Service Product Development, Mobile Applications, Responsive Design, Platform, SAAS, Interaction Design, Visual Design, Optimizing Business Objectives, WCAG, Accessibility Factors, Critical Analysis, User-Centric Solutions, Software: Figma, Adobe Xd, Adobe Creative, Photoshop, Adobe Illustrator, Indesign, Sketch, Invision, Invision Axure, Adobe After Effects, Rhinoceros, 3ds Max, keyshot

Soft Skills: Leadership, Strategic, Cross-Functional, Objective, Interdependency, Team Member, Conflict Resolution, Communication Skills, Leadership Skills, Emotional Intelligence, Responsible, Initiation, Coordinating