



KRANTI PATIL

SENIOR UX DESIGNER

PORTFOLIO

kranticreative.com

CONTACT

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305 562-9623

Tampa, Florida

SKILLS

Sketch

InVision

Adobe XD

Axure

Illustrator

Photoshop

Microsoft Office

HTML5

CSS3

Bootstrap framework

I am a UX Designer with senior level experience in Finance, E-Commerce, Auto Industry and Education domains. My work covers platforms as desktop/laptop, mobile and tablet. I love to solve design problems while focusing on user and business needs.

I am an efficient team player with variety of skills as conducting user research, planning and executing content strategy, designing/sketching wireframes, prototyping with micro interactions, conducting usability testing, synthesizing data and presenting recommendations based on the findings. I practice SCRUM and Agile methodologies.

- Proficiency in interacting with the business stakeholders, getting project requirements, understanding users during implementation of user research techniques
- Understanding design problem, ability to think creative, brainstorm, conceptualize and present an appropriate design solution considering importance of minute details with the help of technical production skills
- Committed team player with excellent communication and interpersonal skills
- Quick learner, Self-motivated and organized to set goals and achieve results
- Ability to multitask and complete task on or ahead of time

SPECIALITIES

- User Experience Design • User Research • Wireframing • User Interface Design
- Design Systems • Prototyping • Usability Testing • Interaction Design
- Creative Direction • Mobile Site • iOS app Design • Front End Development

SKILLS

- Proficient in various design and wire framing tools like [Sketch](#), [InVision](#), [Axure](#), [Adobe XD](#) & [Creative Cloud](#), [Microsoft Office](#)
- Working knowledge of [Content Management System](#), [WordPress](#)
- Interactive programming languages [HTML5](#), [CSS3](#), [Bootstrap](#), [customizing JavaScript libraries and frameworks as jQuery and AJAX](#)

WORK EXPERIENCE

Sr. UX Analyst

[Citi](#) | Tampa, Florida USA

Aug 2020 – till date

Working as a Senior UX Analyst/Designer at Citi in ICG group.

UX/UI Designer

[Affinitiv Inc](#) | Tampa, Florida USA

Dec 2019 – Jul 2020

Worked as a UX/UI Designer providing design solutions for enterprise software applications, reporting applications with data visualization dashboards in the auto industry domain. Working on DMS and CRM applications for car dealers being a part of the Product Management team at Affinitiv.

UI/UX Designer

[Chasm Communications](#) | Tampa, Florida USA

Mar 2018 – Nov 2019

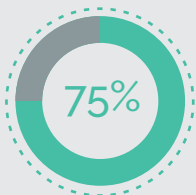
Worked as a UI/UX Designer providing design solutions for enterprise software applications in financial auditing domain for PwC client as being part of a UX design team at Chasm Communications which is a UX design agency.

UI/UX Design Consultant

[Tech Data Corporation](#) | Tampa, Florida USA

Dec 2016 – Sep 2017

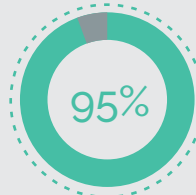
- Worked as a UI/UX Designer for Cisco project at Tech Data Corporation.



User Research & Content Strategy



UI/UX Design & Design Systems



Wireframing & Prototyping



Usability Testing

CERTIFICATION

Certified Usability Analyst - CUA™

- User-Centered Analysis, Web & App Design, Usability Testing

by **Human Factors International**
License #2015-5576

Year: 2015

Certificates of Completion

- Web Design and Development I
- Web Design and Development II

at **Miami Dade College**

GPA - 4.0

Year: 2009-2010

EDUCATION

Applied Arts/Commercial Arts

- (Bachelor's Degree)

- **Abhinav College of Arts**

Year: 1997-2002

Advertising & PR Management

- (Post graduate diploma)

- **Symbiosis institute of Management Studies**

Year: 2002-2003

Advanced Computer Arts/ Multimedia

- (Post graduate diploma)

- **C-DAC's National Multimedia Resource Center**

Year: 2004

Photography

- (Diploma)

- **Fergusson College**

Year: 2000-2001

- Being a part of the IT department I actively contributed in the brainstorming with product owners and the client team, white-boarding sessions for the webpages enhancements or web portal creation by understanding the client's and user's needs.
- Created low and high-fidelity wireframes, created finished comps and presented the application interactivity through prototypes in front of the e-Business team/ stakeholders were some of the key work responsibilities for my role.
- Practiced SCRUM framework and Agile methodology while working through several sprints for Cisco 1Source project.

UI/UX and Visual Designer

Oct 2015 – Mar 2018

Worked Freelance and provided design solutions for User Interface Design for Software applications, branding image creation as well as some print media marketing collateral creation.

Web Designer

Florida Career College | **International Education Corporation**

Fort Lauderdale, Florida USA

Jul 2008 – Dec 2014

- Worked as an In-house Web Designer at Florida Career College which got acquired by International Education Corporation. I also shared the responsibility of front-end development.
- Designing and taking care of the website maintenance were the main responsibilities. Worked on landing pages, email marketing pieces and print marketing collateral while keeping consistency with brand corporate identity across the board.
- Provided guidance to other web designers for visual design and branding consistency throughout web and print media. I have designed the design style guidelines to standardize the design process.
- I used to present the ideas and design work to the stakeholders.

Graphic Designer

FF Consulting & Graphics | Hallandale Beach, Florida USA

May 2007 – Jul 2008

- Created email marketing pieces as well as I worked on the print collateral for many fitness centers in USA.
- Interacted directly with the clients to understand their project requirements.

Graphic Designer

Brainvisa Technologies | Pune, India

Nov 2005 – Jan 2006

- Worked as a Graphic Designer in a team of designers focusing on User Interface Design, Animation and Illustrations.
- I worked on e-Learning projects for Microsoft partners as well as some educational institutions.

Graphic Designer

Aptara | Pune, India

Dec 2004 – Sept 2005

Created User Interfaces for e-learning training courses along with graphic libraries and animations for projects for American Express and Six Cigna.

Junior Visualizer

Hallmark | Pune, India

Jul 2003 – Mar 2004

Designed many lovely, eye catchy greeting cards as required for the various categories as well as other supporting print collateral for Hallmark Cards..