

---

As a UX Designer, I strive to design applications keeping the User Experience and Usability Standards as pivotal. My aim is to create meaningful and engaging experiences for end-users while achieving business goals through my design expertise.

## Professional Experience

---

### **Manhattan Associates**

*Sr. UX Designer*

January 2016 - Present

*UX Designer*

October 2013 - December 2015

- Responsible for designing compelling user experiences for supply chain applications.
- Lead design discussions and convey UX team's vision to stakeholders
- Collaboratively work with business analysts and developers.
- Provide user workflows, feature maps, wireframes, visual designs, behavioral specs and interactive prototypes as part of design deliverables.
- Carry out user testing and analyze feedback towards improving user experience of highly complex & data intensive enterprise applications

---

### **Aurora Consulting Group**

*Interactive Graphic Designer*

Buffalo NY

April 2013 - October 2013

- Worked with Interactive Design Team at ACG on Fisher Price US and global sites
- Created wireframes and process flows for comps to pitch for new online games and brand site ideas.
- UI and UX decisions for new brand sites
- Worked with the team to help strategize the conversion of Fisher Price website to make it completely accessible on mobile devices by using html 5, css, js interactions, adobe Edge for animations and designing fluid layouts.
- Created online games in Flash using actionscript, marketing html emails and localized website pages.

---

### **iVEDiX Inc.**

*Intern – Computer Graphics Design Specialist*

Pittsford NY

August 2011 - May 2012

- Interface design of business intelligence apps for mobile devices.
- Brainstorming with the team to define interaction and process flows for BI applications.
- Created UI graphics for integration with xCode SDK
- Production of web design, organization system graphics, and collaterals for the marketing team.
- Successfully designed marketing campaign for GITEX conference 2011 that included product brochures, collateral and advertisements for the local newspaper (Dubai).

---

### **Dymo/Mimio**

*Summer Intern – Flash Programmer*

Cambridge MA

June 2011 - August 2011

Worked on editing ActionScript 3.0 for a project release, adding new functionalities in the existing code, adding graphics and illustrations in interactive courses designed for K-12 education.

---

### **Infosys Technologies Ltd.**

*Creative Designer*

Pune (India)

June 2008 - October 2010

Actively participating in project plans, working on high-level and detailed design for e-learning projects focused towards clients in the energy, aviation and retail sector. Development of UI Design, Graphics, Illustration and 2-D animations in Flash.

---

### **Freelance**

Designed and developed [www.josephsatralkar.com](http://www.josephsatralkar.com)  
Designed and developed [www.kimberleestrauss.com](http://www.kimberleestrauss.com)  
Illustrations published in *Air India* and *The Oberoi Group* magazines.

## Education

---

### **M.F.A Computer Graphics Design**

November 2010 – February 2013  
*Rochester Institute of Technology,  
Rochester NY*

### **B.F.A Commercial Art**

June 2004 – May 2008  
*University of Pune, Pune (India)*

### **UX Certified by NN/g**

4 October 2016  
*UXC# 1010250*



## Skills

---

### **Software**

Comfortable with Mac & Windows Platforms  
Adobe – Photoshop, Flash, Illustrator, Dreamweaver, After Effects, Edge and InDesign.

### **Markup and Scripting Languages**

HTML5, CSS3, jQuery, ActionScript 3.0, XML, and C programming.  
Also familiar with JavaScript, Responsive Web Design, CSS frameworks and SCSS based UI styling.

### **Prototyping**

Axure, Sketch, Adobe Comp, App Cooker, Sencha Architect.

### **Office Automation Tools**

MS Office, Visio, iWorks and Mindjet

### **Design Skills**

Ability to provide creative insight on projects with deep understanding of design processes. Ability to handle multiple projects at a time with attention to detail and work cohesively in a team.

## Awards/Recognition

---

Nominated for Outstanding Adult Student  
Award 2012.

*Rochester Institute of Technology.*