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| **[Phone]** : +1 (315) 790-4697  **[Email]**: [mannatkaur.designs1@gmail.com](mailto:mannatkaur.designs1@gmail.com)  **[Location]** : Queens, NY 11004 | **MANAT JOLLY**  U S E R E X P E R I E N C E D E S I G N E R ( U X )  **[Portfolio] : https://manatjollydesigns.wixsite.com/-manat** |

# Professional Summary

* Dynamic and innovative professional with **over 5 years** of **extensive hands-on experience** in handling several simultaneous **creative designs, concept creation, graphic design, animation, and visual storytelling**.

## Expertise in UX and Visual design tools including Figma, InVision, Sketch, Miro, Agile, Axure, Illustrator, and Adobe Photoshop, Adobe XD, and After Effects for creating Wireframes, Prototypes, Logos, Banners, Buttons, Icons and Images.

* Well versed in **Typography**, layout, composition, color theory, iconography, UX, motion design, and branding.
* **Certified Usability Analyst** with experience in UX Design concepts, creating **low to high fidelity wireframes, prototypes, storyboards, user journeys/workflows, rapid application prototyping and final mock-ups.**
* Experienced in user research, usability testing, heuristic evaluation, **Design Thinking**, interaction design and visual design for web and mobile.
* Proficient in implementing the **mobile-first design** principle and building responsive, browser-compatible websites.
* Provided ongoing salesforce.com maintenance and administration services including periodic data cleansing, **custom objects**, **workflows**.
* Good knowledge in Salesforce.com **setup**, **configuration**, and **customization**, **Administration**, **Data Migration** and Integration tools like Apex Data Loader etc.
* Good experience in creating initial web concepts and solutions using wireframes and high-fidelity prototypes, and integrating user-centered design, technologies, and business strategy.
* Excellent skills in **graphic and custom web design** using Adobe creative suite, “web-based graphic design”, interactive design, web banner design.
* Basic knowledge and use of **HTML5, CSS3** and **JavaScript**.
* Experience in developing and presenting a variety of ideas or approaches to meet UX design needs based on clear and explicit verbal and written descriptions of project vision or focus.
* Experience working with and managing teams in multiple software project methods such as **Waterfall SDLC and Agile.**

# Skills

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| **Operating System:** | Linux, Windows and macOS |
| **Tools:** | Figma, Adobe XD, Photoshop, Illustrator, Aftereffects, Premiere Pro, Maya 3D, Blender, Jira, Slack, Lucid Chart |
| **Others:** | Wire framing, Interaction Design, User Testing, Prototyping, Product Strategy Illustration, User Interface Design, Journey Mapping, Story boarding, Qualitative Research, Responsive Web Design, Motion Graphics, Usability testing, Branding, 2D & 3D modelling, Animation Narration, Advertising Package design Videography, User Experience Typography, Photography, Fashion Design, Printmaking,  Accessibility, Visual Design, A/B Testing |

**Education & Certification**

## Bachelor of Fine Arts

Pratt Institute, Brooklyn, NY

## IB Diploma,

Pathways World School, India

**Aug 2015 - May 2019**

**Aug 2011 - May 2015**

# Professional Experience

**Insmed Health Care, Bridgewater, NJ *UX researcher/ UI-UX designer***

## Feb 2022 - Current

* Working in fast paced Agile Environment, attending daily stand-up meetings, and involved in the sprint planning. Tool used in scrum – Figma, Sketch, Adobe Photoshop, Adobe XD, and other designing tools.
* Helping different groups within the company to explore, design, and create webpages related to different aspects like homepage, resources, services, and products.
* Also created the interaction strategy that helped in later stages of developing flow charts and navigation, designing wireframes and prototypes.
* Involved in creating, monitoring, and measuring campaigns with **Salesforce CRM** Marketing.
* Conceptualized, designed, and developed marketing pages and custom features for our website and that increased 25% revenue last year.
* Creating user task flows, wireframes and layouts using Adobe XD and Sketch.
* **Administered** Salesforce.com applications and migrated code/data from different environments.
* Designing wireframes, interaction maps, flowcharts, and other visual elements to effectively communicate designs and product requirements.
* Build UX Design, Axure, Photoshop, prototype, style guides, Figma.
* Customized page layouts for Salesforce.com **standard** and **custom objects**.
* Assisting senior designers for project hi-fi wireframes, sitemaps, and user/process flows.
* Coordinating with the owners and other team members to develop new ideas and strategies for the company's pitches and presentations.
* Graphic design (Illustrator) and photography (Photoshop) for creating logos, banners, buttons, fabric design and other forms of multi-media art.
* Proficient in using VScode based Salesforce.com IDE to develop and deploy force.com software
* Maintain proactive communication with clients and manage multiple projects simultaneously also work closely with the director, copywriters, and other members of the marketing team to continuously level up the brand and develop new products.

**Environment:** Figma, Axure, Adobe XD, Adobe Photoshop, Illustrator, Sketch, Responsive Web Design, Usability Test, UserResearch.

## B & R Corporation, Queens, NY Nov 2020 – Jan 2022

### UX designer

* Assisted from creating brand identity to social media graphics understanding and processing the clients brief.
* Executing the identity of the brand and maintaining cohesiveness across different mediums.
* Worked on UX design tools including Photoshop, In Vision, Sketch, Illustrator and Adobe Effects.
* Involved in designing and specifying user interfaces and information architecture using participatory and iterative design techniques, including observational studies, customer interviews, usability testing, and other forms of requirement’s discovery.
* Worked on Salesforce.com customizations using **Apex (classes, triggers and web services)** and Visual Force that has customizations in Salesforce.com.
* Built Responsive Web Design and browser-compatible websites with Bootstrap framework to implement mobile- first design principles.
* Created detailed user flows, mock-ups and deliver final design assets to effectively communicate designs and product requirements.
* Developed various fidelity prototypes for design reviews and internal testing. Maintained the website content management for change for better e-magazine. Excelled in a very high stress, time sensitive environment.
* Utilized UX methodologies I transformed content into dynamic learning products for delivery to multiple platforms and devices.
* Upgraded Apps from Salesforce **Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Print and Internet advertising. Involved in the design and execution of creative brand consistency that follows and supports the company brands, visual identity, core values, messaging legal guidelines.
* Taking complex information and translating into clear visuals, photoshoots, and interactive creative projects.
* Responsible for Interface design - websites and handheld devices with focus on the user experience and interaction.
* Contributed to company rebranding initiatives by updating the aesthetic and design language of existing products to match the new brand.

**Environment:** Photoshop, Axure, In Vision, Sketch, Illustrator, Adobe Effects, Responsive Web Design, Adobe Premiere

## Universal Shiva Inc. Queens, NY Jun 2020 - Oct 2020

### Head UX designer

* Created, pitched ideas and improved existing customer labeling.
* Personally maintained clean and orderly work atmosphere.
* Showcasing findings, pretesting and improvements in design.
* Executed design and layout, while rendering 3D models in 2D.
* Collaborated with Development team to make sure that the components are in compliance with UI/UX guidelines and Standards.
* Created high and low fidelity wireframes using Adobe photoshop, and delivered the appropriate interface designs including prototypes, and user stories for a wide range of devices.
* Redesigned company's homepage and lead generation forms using existing site components.
* Following up on day-to-day activities of publishing and proactively researching about the content.
* Developed user-centered designs for our agile development teams.
* Focused on the aesthetics of our site and also responsible to refine the product experience.
* Designed printed materials, including print and banner ads, books, flyers, and handouts.
* Generated design ideas using wireframes and prototypes. Completed site redesign using iterative sketches, storyboards, and flowcharts.
* Results created in print form, to attract larger customer pool.

**Environment:** Adobe XD, Illustrator, Sketch, Responsive Web Design.

## Pratt Institute Brooklyn, NY Oct 2020 – May 2020

### Graphic Designer

* Advocated with a group of designers, on building the identity of two non- profit organizations (Moore Street Market and Blacc Vanilla Community Foundation) during the term.
* Formed logos to website to interactive display board.
* Developed UI mockups and prototypes that clearly illustrate how sites function and look like.
* Conducted layout adjustments based on user feedback and adhered to style standards on fonts, colors and images.
* Prepared and presented findings and recommendations.

**Environment:** Adobe Creative Suite, InDesign, CorelDraw, PageMaker, Excel, MS Word.

## HCL technologies/eBay, Dallas, TX Jun 2019 - Sep 2019

### UI / UX designer

* Rebranded the interface of mobile app alongside documenting user requirements, design specifications, flow diagrams, screen design packets, and design recommendations.
* Assisted in designing project to re-design eBay’s website.
* Provided usability and pretesting support for the development of web-based applications for eBay.
* Added strategic direction to senior managers and executives alongside acting in a consulting and/or advisory capacity online.
* Created conceptual designs, in low and high-fidelity prototypes.

**Environment:** Adobe Creative Suite, Agile, Axure, InDesign, Excel, MS Word.