

PRADEEP KAUSHAL / CREATIVE UI/UX DESIGNER

Aiming to create a delightful **Product Experience** and drive business impact as a passionate designer. Currently designing @ **RSystems International**.

EDUCATION

Singhania University

BSc in Animation & Multimedia
Field of study - Web Page, Digital/Multimedia and Information Resources Design.
June.2021 | Grade - 7.20 CGPA

Maya Academy of Advanced Cinematic

Advanced Diploma in 3D animation
Field of study - 3D Modeling, Lighting and Texturing, UI/UX and Web Design.
Jan.2011 | Grade - A

SKILLS

User Research | Experience Strategy | Interaction Design | Information Architecture | Low to High Fidelity Design & Prototyping | Usability Testing | Graphic Design | User Interviews | Card Sorting | Task Analysis | Rapid Prototyping | Heuristic Evaluation | Content Analysis | Personas | Wireframe | Competitive Analysis | Experience Map | Mental Models | User Journeys | Storyboards | Product UI Design System | Basic HTML/CSS

TOOLS & TECHNOLOGY

Adobe Creative Cloud | Sketch | Principle | Farmer | Figma | Affinity Designer | Balsamiq | Invision App | Lucid Chart | Maze | Freehand | Miro | UXtweak | Axure RP Pro | Autodesk 3Ds Maya/Max | Atlassian | Asana | Microsoft 365

RECOGNITION

Employee of the year

Awarded "Employee of the Year" award for a Good Team-leader and complete the project within the deadline
Aug.2017 | Asergis Telecom Services Pvt. Ltd.

Pat on the Back

Awarded "Pat on the Back" award for brilliant work in the year 2014 from Techahead.
Dec.2014 | TechAhead Software

WORK EXPERIENCE

RSystems International | Lead Web Designer

Dec.2021 - Present | Full-Time | Noida, India

- Engaged in the research and execution of product features with clients, facilitating timely and essential updates regarding their products in real time.
- Conducted UI audits across verticals evaluating components such as tables, buttons, and input fields, pinpointed inconsistencies, and presented findings to stakeholders.

Asergis Telecom Services Pvt. Ltd. | Lead UI/UX Designer and Visualizer

Oct.2016 - Dec.2021 | Full-Time | Noida, India

- Responsible for communicating concepts, creating UI prototypes, designing presentation/UI art styles.
- Managing a team of 10 designers.
- Handle the development and production of all internal visual communication.
- Interact with stakeholders and management to gather requirements and provide solutions.
- Collaborate with a team of Business Development, designers, programmers, and testers to identify, prototype, and develop interface design/presentation solutions for products.

Collabroo Works | UI/UX Lead

May.2015 - Oct.2016 | Full-Time | Noida, India

- Involved in understanding and conceptualizing clients' requirements.
- Creating wireframes and prototypes to design, modify, and enhance graphic design, web pages, and mobile apps.
- Designed professional-looking emailers for clients and communicated with them independently regarding projects.
- Collaborated with design and development teams for project understanding and timely delivery.
- Managed daily tasks and task assignments and ensured the timely delivery of projects.
- Additionally, I provided feedback and helped improve the productivity of the team.

TechAhead Software Pvt. Ltd. | Sr. UI/UX & Web Designer and Developer

Feb.2013 - Apr.2015 | Full-Time | Noida, India

- Understand and conceptualize the client's requirements.
- Create, modify, and enhance graphic artwork and web pages.
- Design and create professional-looking HTML e-mailers for clients.
- Communicate with clients and maintain strong communication with them regarding their projects.
- Worked with the team to ensure that everyone had a proper understanding of the projects.

Deals2Grab by VLead Infotech | Graphic Designer & Visualizer

Apr.2012 - Apr.2015 | Part-Time | Noida, India

- Maintain and upgrade the website
- Responsible to design the E-mailers, Web banners, Image optimizations, Discount coupons and Stickers, Standees and Flex Banners for product branding and advertisement.

PROJECT DETAILS

Self-measured blood pressure (SMBP)

American Medical Association (AMA) | Dec.2021 - Present | [Lead UI/UX Designer](#)

DESCRIPTION

Self-measured blood pressure (SMBP) is a method of monitoring your blood pressure outside of a medical facility. It is typically done in the comfort of your own home or workplace, using a blood pressure cuff that you own. The main goal of SMBP is to give patients more control over their blood pressure, while also promoting the sustainability of medical practices and improving the safety and portability of healthcare data.

To help address this chronic health issue, the SMBP app has been created with a three-fold focus. This includes clinical features such as Clinical and Health Coach, as well as administrative and technical elements. The aim is to make it easier for patients to monitor their blood pressure and manage their health, while also making it simpler for healthcare professionals to access and use patient data.

RESPONSIBILITIES

- ◊ To enhance the overall user experience of the VH SMBP web application, I will conduct usability reviews, identify UX issues, and suggest design recommendations.
- ◊ I have also conducted and organized heuristic UX analysis and Persona Research with customers to make informed design decisions.
- ◊ Additionally, I will ensure consistency across the platform by documenting use cases and UI elements.
- ◊ To ensure effective communication and implementation of technical strategies, I will collaborate with cross-functional teams.
- ◊ Contribute to solving design challenges based on the functional requirements of the application.

HireMyMa (HMM)

Asergis Telecom Services Pvt. Ltd. | Oct.2016 - Dec.2021 | [Lead UI/UX Designer](#)

DESCRIPTION

HireMyMa is basically for mothers who want to become self-employed, either working freelance or building a business. It's a business hub unapologetically designed for mums of all generations. It brings together forward thinking employers and skilled candidates. It's a more than a recruitment site for online jobs in the UK; Where pioneering enterprise dedicated to supporting a flexible workforce - specifically, they focus on work for mums (and careers). This application has developed into three part - Candidate Portal, Employers Portal and Admin Portal.

RESPONSIBILITIES

- ◊ In my previous role, I was responsible for communicating design concepts, creating general UI prototypes, designing presentation/UI art styles and layouts, and managing a team of 10 designers (3 Dedicated designers for this project).
- ◊ I was also in charge of developing and producing all internal visual communication. This involved direct discussions with stakeholders, managing interactions, gathering requirements from stakeholders, and providing complete solutions whenever possible.
- ◊ As the design lead, I collaborated with a team of business development professionals, designers, programmers, and testers to identify, prototype, and develop interface design and presentation solutions for products.
- ◊ I oversaw layout design, conversion, team management of designers, client communication, gathering project scope from the business development team, and reporting to the VP.

LIVE URL - <https://www.hiremyma.com> | <https://www.hiremydirectory.com> | <https://blog.hiremyma.com>

My Klick App

Collabroo Works | May.2015 - Sep.2016 | [Sr. UI/UX Designer](#)

DESCRIPTION

myklick is an innovative technical platform that enables military members, first responders, and their families to connect with businesses and organizations that support them in a meaningful way. By providing easy access to resources, myKlick creates a bridge between the uniformed service community and the business world. Through an enhanced and searchable listing mechanism, businesses can showcase themselves as trusted and patriotic supporters of these communities, bringing increased visibility to their services.

BIG JOKER SPADES GAME

Collabroo Works | May.2015 - Sep.2016 | [Sr. UI/UX Designer](#)

DESCRIPTION

Big Joker Spades is focused on creating an emotional experience for players of the popular game "Spades" by incorporating animations and intense gameplay. The game incorporates unique features such as Jokers, which add a new level of excitement and connection to the players that cannot be found on any other Spades platform.

In this game, Jokers are positioned as the highest Spades. This means that instead of just 13 spades, there are now 15 spades. This variation makes the game easier to play...

PROJECT DETAILS

If both Jokers are played in one trick, the Big Joker (full color, red, or larger graphic) beats the Little Joker (black-and-white, or the “guarantee” card with smaller art). The game also includes a minimum bid of 4 and utilizes “Nil” in a creative way.

Big Joker Spades is ideal for recreating the fun and competitive experiences that are often found in social settings such as college, barbecues, and other gatherings with friends. The game also includes unique components such as the ability to blast friends’ cards with explosions or magic as you strive for Spades’ supremacy.

LIVE URL - https://appadvice.com/app/big-joker-spades/1039365231#google_vignette

RESPONSIBILITIES

- ◊ Worked with product managers and stakeholders, spanning the entire spectrum from initial ideation to conclusive UI testing to create cohesive and flawless designs and ensure seamless alignment.
- ◊ My experience includes working on web and mobile applications, where I implemented user-centered design principles to enhance user experience. Utilizing activities such as personas, card sorting, and wireframes, I transformed research insights into effective and user-friendly interfaces.
- ◊ An achievement I take pride in is introducing the Reusable Components library, streamlining the design team’s file structure, and enabling the efficient creation of visual components.
- ◊ Alongside my design responsibilities, I actively contributed to the growth of junior designers by providing comprehensive mentoring and training in the design process.

PineGift

TechAhead Software Pvt. Ltd. | Feb.2013 - Apr.2015 | [Sr. UI/UX Designer](#)

DESCRIPTION

PineGift is a one-of-a-kind digital gift voucher platform that allows you to purchase gift vouchers of your choice instantly and redeem them at retail stores at your convenience. With a fantastic selection of over 100 leading brands, easy access through the web (Pinegift.in) or Mobile App, and a seamless and secure redemption process, PineGift is the perfect gifting partner.

They initially named their application “**Pine Gift**”, but later changed it to “**PinePerks**”. The app is available on the iOS App Store.

LIVE URL - <https://www.pineperks.in>

EMI Calculator

TechAhead Software Pvt. Ltd. | Feb.2013 - Apr.2015 | [Sr. UI/UX Designer](#)

DESCRIPTION

Looking for an app that can help you calculate your loan’s EMI (Easy monthly Installment) quickly and accurately? Look no further than the EMI Calculator by TechAhead! This advanced Android application is designed to give you all the information you need in just a few seconds. Not only does it calculate your monthly EMI, but it also provides you with details on the “Total Amount” and “Total Interest Amount” that you will have to pay on your loan. Additionally, the EMI calculator allows you to compare two different loan plans side-by-side, so that you can make an informed decision about which plan is best for you. With TechAhead’s EMI Calculator, you can be confident that you are making the smartest financial decisions possible.

Buddypass App

TechAhead Software Pvt. Ltd. | Feb.2013 - Apr.2015 | [Sr. UI/UX Designer](#)

DESCRIPTION

Buddypass is an app that helps you connect with friends and people nearby who share similar interests. It’s easy and fun to use. You can create events, plan adventures, and find out who else is interested in joining you. With this app, you can customize your profile to showcase your hobbies and passions. You can invite anyone you want to your events. You can also find things to do and see what others are up to in your area. You can chat with people about your favorite things, or go out and do them together. If you’re traveling to a new place, this app helps you meet people to do things with before you even arrive.

LIVE URL - <https://appslisto.com/buddypass-chat-meet-app-review/>

The Ultimate Music Quiz Application

TechAhead Software Pvt. Ltd. | Feb.2013 - Apr.2015 | [Sr. UI/UX Designer](#)

DESCRIPTION

The Ultimate Music Quiz Application

If you are a music enthusiast, then download our app and test your knowledge with Musical Cacophony. The game is simple - listen to a 30-second mix and name the tunes in it. You can even create your own quizzes using 2-5 tracks from the MP3s on your Android device and challenge your friends and other players...

PROJECT DETAILS

You can play the one-player game (available only on Android) or choose from the growing directory of quizzes in the Cacophony online database to challenge yourself.

LIVE URL - <https://www.apkmonk.com/app/com.ta.cacophony.main/>

Útsvar app

TechAhead Software Pvt. Ltd. | Feb.2013 - Apr.2015 | **Sr. UI/UX Designer**

DESCRIPTION

The local tax 24 municipalities compete with each other in a fun quiz. Now it's up to you, you were able to draw in the app, take part in a fun quiz and you could even be on the way to Europe or win one of numerous extra fun!

LIVE URL - <http://utsvar.appstor.io>

RESPONSIBILITIES

- ◊ I worked on web and mobile projects and did competitive analysis and mood boarding for a better product experience.
- ◊ Interacting with engineers and project managers for the timeline and deliverables from the design end and following an agile methodology.
- ◊ Did research on the micro-animations in the
- ◊ HTML/CSS for some web projects and showcased it to the internal team members.
- ◊ Proficient in custom user interface design (UI) for native iPhone, iPad, Android, and cross-platform mobile applications.
- ◊ Collaborated seamlessly with sales managers and the marketing team on various promotional materials, including sales decks, mockups for sales pitches, infographics, and Behance and dribbble showcases.
- ◊ Ensured smooth coordination with the development team, facilitating flawless project delivery.