VIRAL MEHTA

SENIOR UI / UX DESIGNER

PROFILE

My heart is at the intersection of Brand and Product.

Currently, I'm a Design System Lead at **Atlascopco** Most recently, I was co-creator of Encore, the **INDIABULLS** and focused my time on Web technology products. Encore is a family of Design Systems rooted in audience agnostic foundations that support anyone in the business.

My expertise is in centralizing design at scale through foundational frameworks. By focusing on the fougndations or common primitives, I've found that a majority of the business is able to build local, cohesive extensions of the brand. It's not just up to the system team, scaling a system requires a commitment from the business and an inclusive culture to empower and celebrate all co-authors of the system.

EMPLOYMENT HISTORY

Lead UI/UX Designer & Developer, Atlas Copco Group , Pune

JANUARY 2021 — PRESENT

- Gather and evaluate user requirements in collaboration with product managers and engineers
- Illustrate design ideas using storyboards, process flows and sitemaps
- Design graphic user interface elements, like menus, tabs and widgets
- Build page navigation buttons and search fields
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like
- Create original graphic designs (e.g. images, sketches and tables)
- Prepare and present rough drafts to internal teams and key stakeholders
- Identify and troubleshoot UX problems (e.g. responsiveness)
- Conduct layout adjustments based on user feedback
- Adhere to style standards on fonts, colors and images

Sr.UI/UX Developer & Developer, India bulls, Mumbai

MARCH 2019 — DECEMBER 2020

- Promoted to Lead UX Designer by focusing on user-centered design principles creating simple and intuitive user interfaces that contributed to 100% year on year profit growth.
- Obtained user data with analytics reporting, task analysis, and participatory design techniques and leveraged that data to create iterative improvements, increasing user satisfaction by 20%.

- Created interactive designs for complex web applications by way of page/user flow diagrams, site maps, and interactive wire-frames in zepline.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes.

Sr.UI/UX Designer & Developer, Intouchsol.inc, mumbai
2018 — FEBRUARY 2019

- Works closely with Design, Development, Program Management, Marketing Research, Analytics and other teams to develop user-centered features
- Monitor work against the production schedule, provide updates to the Design and Development Manager and report any technical difficulties

Sr.UI/UX Developer & Developer, Publicis.Sapient, Mumbai / Dubai
2016 — 2018

- Collaborate with developers, product managers, QA and marketing to create amazing user interfaces
- Work closely with project support staff including developers and project managers
- Execute all visual design stages from concept to working with backend developers
- Work closely with business stakeholder, project managers and the product manager to conceptualize and produce dynamic designs
- Collaborate with others and work well with developers, Test Engineers and product management

Lead UI/UX Developer & Developer, IIFL (5Paisa), Mumbai
2014 — 2016

- UI/UX Leads work with the Lead Designer, Art Director, and the Product Managers to design and implement UI features that drive the visual identity of our games
- At least 3 years as a key, hands-on interaction / visual designer of a UI UX team through the product development cycle of successfully launched web, mobile, and/or software applications
- Provide reviews and improve guidelines on projects over time, before and after their launch
- Develop detailed product design documentation that effectively communicates interaction and design ideas to development team
- Provide design development effort estimates
- You may also work with business intelligence and marketing teams to create UI tests to support and refine our games
- Work as part of the product management team and interact with software engineers

UI/UX Developer & Developer, Apps Daily World , Mumbai
JULY 2012 — JULY 2014

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EDUCATION

Master of Animations, NIDT, Mumbai

Bachelor of Computer Science, Manipal University, Mumbai

MARCH 2009 — MARCH 2012

SKILLS

Leadership and Management

Project management: Scrum and agile methodologies

Usability testing: guerilla testing, lab usability testing and contextual inquiry.

Adobe Photoshop, Adobe illustrator, Adobe xd, Zeplin, Sketch, figma

Graphic Designing,

Coding: HTML5, CSS3, Javascript, scss, less, gulp, git, PHP, MySQL Angular Matiral & css animations

Adaptability

COURSES

UX Design MasterTrack, University of Minnesota

MARCH 2019 — APRIL 2020

LANGUAGES

English

Hindi

Gujarati

LINKS

User experience design portfolio