



GOKULDAS WAGHACHAURE

UI / VISUAL EXPERIENCE
DESIGNER

CONTACT

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EXPERIENCE SUMMARY

Senior UI/Visual experience designer and specialist with a 7+ years of experience in managing the complete design process, from conceptualization to delivery. Specialize in developing customized graphic design solutions and artwork for both digital and print media for global clients from Banking, Finance, Stock Market, Media, Electronics, Entertainment, Education, Health, and Pharma, etc. domains.

Adept at **Web/Mobile UI design and visual experience design**, branding, visual communication language, colors, and typography.

Expertise in accomplishing projects successfully individually and in a team, with excellent communication and strategizing skills. Possess the technical knowledge, creativity, and years of hands-on experience of applying both, to stretch the boundaries of design and digital storytelling.

- Responsible for defining and driving the design process end-to-end, including discovery, ideation, conception, detailed design, prototypes and validation.
- At a team level, I work hand in hand with the user experience architect to deliver compelling and captivating user interfaces for the products and features defined by the Product Owner.
- I work closely with the development team and solution architects to ensure he creates elegant user experiences that facilitate the capture of business impact (e.g., customer loyalty, employee engagement and productivity)
- Experience of working in an Agile Teams. Familiar with the Scrum methodology and agile best practices.
- Proficient at reading and understanding User Stories and requirements and working with the rest of the squad to problem solve and define solutions to issues.
- Delivering world class user experiences in line with the product brand guidelines and style guide.
- Collaborating with business / brand stakeholders throughout the design and development process
- Proficiency at build prototypes and design tests to validate customer needs, requirements and behaviors
- Collaborate with other designers within and cross-team to problem solves design challenges and maintains a level of design consistency and coherence across the products
- Support the conducting of user research, usability testing, A/B testing, rapid prototyping

EXPERIENCE SUMMARY

Sr. Visual Designer

Feb. 2014 - Feb. 2020

Cognizant Technology Solutions

Successfully manage and coordinate Graphics/Web/Mobile design based projects from concept through completion. Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Effectively build, motivate, and direct design and production teams. Successfully translated subject matter into concrete design for newsletters, promotional materials and sales collateral. Created design theme and graphics for marketing and sales presentations, training videos and corporate websites

Achievements

Awards for providing UI design support by creating UI Screens, prototypes and product presentations to sales team for winning projects



- 2016 **Spot Award within the domain**
- 2016 **Digital Superstar Award**
- 2014 **Best Application Development Award**

Visual Designer

Jan. 2012 - Jan. 2014

TEKNOMICS PVT. LTD. PUNE

- Worked on proposals at the sales stage, with project winning designs.
- Enhanced presentations and created online promotional ads for the marketing team that won business.
- Worked on various platform-based projects for web, mobile, and e-learning

Visual Artist

Dec. 2008 - Dec. 2011

CLEARPOINT LEARNING SYSTEMS PVT. LTD. PUNE

- Created visual and interaction UI design mock-ups for web based and mobile courses based on communicated client requirements, approved with appreciation by all clients.
- Created flash based motion graphics and animations, gaining expertise in authoring.
- Created high level stylized Illustrations

TECHNICAL PROFICIENCY AND SKILLS

Operating Systems Mac OS, Windows 7/8/10

Tools

- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe In-Design
- After Effects
- Adobe Flash
- MS Office Suite

Prototyping

- Adobe XD
- InVisionApp
- MarvelApp
- Axure

EDUCATION

Arena Multimedia
Mumbai (Fort)

2007 - 2008

CERTIFICATE OF GRAPHIC DESIGN

Certification in visual designing comprising Graphics Design, Sketching, 2D animation and audio / video editing.

University of Pune

2005 - 2007

Bachelor of Commerce (B.Com.)

Bachelor of Commerce (B.Com.)
[A full time, undergraduate degree program in commerce]

HOBBIES



Biking



Music



Photography



Sketching



Digital Painting



Illustrations

Declaration:

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

Date:

Place:

Signature

Gokuldas Waghchaure