

## Profile Summary

- Overall 4.5 years of experience in User Interface design.
- 40+ projects done for clients in US, London, Dubai and across India.
- Designed UI for Timesjobs, Shine, Headhonzos and Naukri.
- Proficient in Photoshop, Sketch, HTML5, CSS3 and Bootstrap.
- Solid understanding of visual design, typography, wireframing and prototyping for desktop, mobile web and android/iOS apps.
- Experience with JQuery, Javascript, PHP, MySQL, Wordpress and MVC frameworks such as Laravel using Blade and Twig templating.
- Experience with versioning using GIT.
- Experience in working with startups in agile environment using tools such as Jira, Trello and Slack.
- Experience in managing and working with small teams to deliver under deadlines.

## Work Experience

- **UI / Product Designer** May 2017 – Present [Full-time]  
**Round One – Online job referral platform** June 2015 – April 2017 [Part-time]
  - **Project 1 – Round One** ([www.roundone.in](http://www.roundone.in) / [refer.roundone.in](http://refer.roundone.in))
    - Creating userflows, wireframes, designs and frontend for jobseeker and referrer desktop and mobile websites.
    - Analyzing user behavior and feedback to improve existing design and features.
    - Integrating frontend on Laravel with Twig and Blade templating engine.
    - Creating designs and strategies for Social media marketing, Google adwords, Email campaigns, Promotional merchandise and Branding materials.
    - Managing product lifecycles using GIT and JIRA.
  - **Project 2 – InterviewPro** ([www.interviewpro.in](http://www.interviewpro.in))
    - Creating product from scratch with userflows, backend architecture, working mechanism, designs and frontend for jobseeker desktop and mobile websites.
    - Creating email marketing collateral for user acquisition.
    - Managing development team for fast prototyping and A/B testing.
    - Integrating frontend on Laravel with Blade templating engine.
    - Working with **Naukri.com (Info edge group)** for integration of InterviewPro on fastforward.naukri.com. Creating userflows, designs and data exchange mechanism for it.
  - **Project 3 – Round One on careerplus.shine.com (HT Media group)**
    - Creating userflow and designs for jobseeker website.
    - Collaborating with product, tech and design team of Shine for product integration using APIs.

- **Project 4 – Round One on [stepahead.timesjobs.com](http://stepahead.timesjobs.com) (Times Group)**
  - Creating userflow, designs and frontend for jobseeker desktop and mobile websites.
  - Collaborating with product, tech and design team of Timesjobs for product integration using Iframe and APIs.
  
- **Project 5 – Round One on [headhonchos.com](http://headhonchos.com) (ABC Consultants Group)**
  - Creating userflow and designs for jobseeker desktop and mobile websites.
  - Collaborating with tech and design team for product integration using APIs.

- **Lead Graphics Designer** Jan 2015 – April 2016 [Part-time]

**Josh Talks – Platform for curating empowering stories of Indians across all backgrounds**

- Creating collateral for Social Media Channels (Facebook, Twitter, Instagram & Youtube)
- Creating marketing emails, Website graphics, Marketing presentations etc.
- Created print materials for all the Josh Events - Passes, Flex Boards, Tags, Agenda, Quotes, Stickers, Backdrops etc.

- **Freelance Web and Graphics Designer ([www.apoorv.in](http://www.apoorv.in))** May 2013 – April 2017

- Worked on 40+ projects with clients from US, London, Dubai and across India on portfolios, corporate websites, Android / iOS applications, marketing campaigns, promotional graphics and branding.
- Top projects
  - Makeup by Manjari – [www.makeupbymanjari.com](http://www.makeupbymanjari.com)
  - Oxford Kids – [www.oxfordkids.org](http://www.oxfordkids.org)
  - Tiger Trails – [www.tigertrailsbyanthony.com](http://www.tigertrailsbyanthony.com)
  - Bharat In India – [www.bharatinindia.com](http://www.bharatinindia.com)
  - SnapWrap App – [Google Playstore](https://play.google.com/store/apps/details?id=com.snapwrap), [Apple Store](https://itunes.apple.com/in/app/snapwrap/id1011111111), [www.snapwrap.co](http://www.snapwrap.co)

## Internships

- Graphics Designer at Spark Career Mentors, Bangalore
- Web Designer at Thrill group, Delhi – Acquired by Shaadi.com
- Campus Ambassador, Amity university for Hellointern.com

## Achievements

- 2nd Prize, Annual Projects and Posters Technical Competition – Amity University, Noida
- Best Summer Internship Award – Amity University, Noida
- Founding Member and E-leader, Entrepreneurship Cell – Amity University, Noida
- Founder and Vice President, WebKraft Club – Amity University, Noida
- Organizer and Web Developer, Amity Youth Fest 2015
- Extra Mile Student Award – Kalka Public School, New Delhi

## Education

- B. Tech in Information Technology from Amity University, Noida | 2017
- 12<sup>th</sup> CBSE from Kalka Public School, New Delhi | 2013