

Neha Gourkar User Experience Designer

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SUMMARY

4+ years of experience as a UI/UX Designer and expertise in Visual Design, Interaction Design, Typography, Color Theory, Iconography, Responsive Design, UI Animation, and Design Systems. Mastered in User Research, Information Architecture, Usability Testing, Personas, User Flows, User Journey Mapping, Accessibility, A/B Testing, and Analytics/Metrics. Proficient in Rapid Prototyping using Keynote, InVision, Figma, and Sketch, along with Interactive Flow development using HTML/CSS and familiarity with Frameworks and APIs. Demonstrated mastery in UI/UX design tools, including Sketch, Figma, Adobe XD, InVision, Axure, Zeplin, Photoshop, and Illustrator, as well as advanced prototyping tools like Principle, Proto.io, and Marvel. Applied in-depth knowledge of compliance standards, ensuring adherence to regulations while staying abreast of design trends, platform guidelines (iOS Human Interface Guidelines, Android Material Design), and emerging technologies. Communicated effectively, fostering empathy and user-centric thinking. Applied problem-solving, creativity, innovation, collaboration, teamwork, and time management for successful project execution.

EDUCATION

Mit Institute of Design Masters in User Experience Design (India)	Aug 2017 - May 2019
Singhad Institute of Technology and Science Bachelors in Computer Engineering (India)	Aug 2013 - May 2017

WORK EXPERIENCE

UI/UX Designer | Molina Healthcare | MA Feb 2023 - April 2024

- Implemented advanced wireframing methodologies, harmonizing low-fidelity and high-fidelity wireframes. Achieved a 20% reduction in design iteration time, enhancing visualization of complex design concepts.
- Showcased expertise in developing interactive prototypes with Figma, resulting in a 20% enhancement in conveying design concepts and functionality. Fostered improved collaboration within the team.
- Conducted extensive usability testing sessions, utilizing both moderated and unmoderated approaches. Applied advanced tools to collect quantitative and qualitative data, informing well-grounded design decisions.
- Demonstrated advanced Keynote proficiency for rapid prototyping, leveraging features for swift and impactful outcomes. Translated design concepts into dynamic, user-centric prototypes, facilitating effective communication and decision-making.
- Created and maintained design components and a comprehensive style guide within Adobe XD, ensuring uniformity across product sections. Facilitated seamless design system integration.
- Facilitated the design handoff process within InVision, resulting in a 25% reduction in development time through precise and clear communication of design specifications to development teams.
- Led workshops focused on the creation and maintenance of design systems, promoting consistency and efficiency in UI/UX design across different products and platforms.

UI/UX Designer | ISparrow | Freelancing Oct 2021 - Dec 2022

- Integrated prototyping seamlessly with design systems, resulting in a 30% reduction in design inconsistencies and ensuring a unified and consistent user experience across product components.
- Employed advanced user research methodologies, including ethnographic studies, user interviews, and surveys, to gather nuanced insights that inform the design process comprehensively.
- Developed comprehensive user journey maps that capture the end-to-end user experience, identifying key touchpoints, pain points, and opportunities for enhancement throughout the customer lifecycle.
- Integrated micro-interactions and sophisticated animations within Adobe XD, contributing to a 15% increase in user engagement and creating a more immersive and delightful user experience.
- Collaborated with usability testing teams to integrate InVision prototypes, leading to a 25% reduction in testing setup time and an overall improvement in the effectiveness of user testing processes.
- Advocated for and implemented accessibility features in Figma and Sketch, ensuring designs are inclusive and comply with standards. Foster an inclusive user experience, catering to a diverse user base with varying needs and abilities.
- Excelled in implementing responsive web design principles using HTML and CSS, resulting in a 20% improvement in user satisfaction across various devices and screen sizes

Senior User Experience Designer | Infosys | India Jun 2019 - Sept 2021

- Proficiently utilized Figma to streamline the design workflow, producing wireframes, prototypes, and interactive designs. Fostered collaboration among team members, ensuring efficient project development and delivery.
- Conducted comprehensive user research, usability testing, and data analysis to inform design decisions. Developed user personas, user flows, and interactive prototypes, validating design assumptions and driving user-centric enhancements.
- Demonstrated a keen eye for visual design, typography, and branding. Stayed updated on the latest design trends, industry best practices, and emerging UI/UX tech, ensuring designs aligned with cutting-edge standards.
- Led in-depth user research initiatives, incorporating advanced methodologies such as participatory design and diary studies, to uncover nuanced user insights and inform design decisions.
- Advocated for and implemented advanced accessibility features, ensuring products comply with WCAG standards and creating an inclusive user experience for diverse user groups.
- Utilized A/B testing, analytics, and user feedback to drive design iterations, resulting in a 20% improvement in key user engagement metrics and overall product satisfaction.
- Orchestrated the redesign of complex, high-traffic interfaces, resulting in a 30% increase in user engagement. The strategic redesign positively impacted key business performance indicators, showcasing leadership in improving user experiences.
- Integrated sophisticated UI animations and micro-interactions to enhance user delight and interaction. Contributed to a more immersive and engaging user experience, aligning designs with modern user expectations and industry trends.
- Executed mobile-first design approaches, ensuring a seamless and optimized user experience across various devices, resulting in a 25% increase in mobile user satisfaction.
- Published articles, spoke at conferences, and actively participated in the design community, establishing a personal and company presence as a thought leader in UI/UX design.
- Facilitate user-centered design workshops aimed at extracting valuable insights from stakeholders and clients, ensuring their active participation in the design thinking process

SKILLS

User Interface(UI): Visual Design, Interaction Design, Wireframing and Prototyping, Typography, Color Theory, Iconography, Responsive Design, UI Animation, Design Systems

User Experience(UX): User Research, Information Architecture, Usability Testing, Personas and User Flows, User Journey Mapping, Accessibility, A/B Testing, Analytics and Metrics, Accessibility (WCAG)

Prototyping: Rapid Prototyping with Keynote, InVision, Figma, and Sketch, Interactive Flow using HTML and CSS Familiar with Frameworks and APIs

Tools: Sketch, Figma, Adobe XD, InVision, Axure, Zeplin, Photoshop, Illustrator, Prototyping tools like Principle, Proto.io, Marvel, Collaboration tools like Slack, Trello, Jira

Soft Skills: Communication Skills, Empathy and User-Centric Thinking, Problem-Solving Skills, Creativity and Innovation, Collaboration and Teamwork, Time Management

CERTIFICATIONS

Creative Thinking: Innovative Solutions To Complex Challenges (Online)
10/10-10/31 by Harvard Professional Development Program

[Link](#)