

NEHA GOURKAR

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Experienced UI/UX Designer with over 4 years of expertise in crafting user-centered digital experiences. Skilled in Visual and Interaction Design, Typography, Color Theory, Responsive Design, and Accessibility (WCAG compliance). Proficient in User Research, Usability Testing, Information Architecture, and analytics. Adept at using rapid prototyping tools and developing scalable design systems. Passionate about delivering innovative solutions through collaboration, creativity, and user-centric thinking. Known for a strong work ethic, adaptability, and a positive approach to problem-solving. Recognized for fostering empathy and creating meaningful connections that enhance teamwork and user satisfaction.

PROFESSIONAL EXPERIENCE

Personal Sabbatical

Jan 2023 – Dec 2024

Took a deliberate career break following a complicated journey to motherhood, prioritizing personal well-being and full recovery for both me and the baby.

How I utilized Break Time efficiently:

- Attended advanced UX design workshops to stay updated on the latest trends and technologies.
- Earned a certification in Creative Thinking: Innovative Solutions to Complex Challenges from the Harvard Professional Development Program.
- Developed self-initiated projects to refine expertise in responsive design, interactive prototyping, and accessibility standards (WCAG).
- Engaged in volunteer design projects to maintain hands-on practice and contribute to meaningful causes.
- Networked actively with industry professionals and participated in design communities.

UI/UX Designer (Freelance) (*ISparrow, Remote*)

Jan 2022 – Dec 2022

Key Responsibilities:

- Leveraged Figma for efficient workflows, producing wireframes and prototypes to drive team collaboration.
- Conducted user research, creating personas and user flows that informed impactful design decisions.
- Enhanced user engagement metrics by 20% through iterative design improvements using A/B testing.
- Redesigned high-traffic interfaces, increasing user engagement by 30% and driving business growth.
- Integrated advanced animations and micro-interactions, aligning with modern user expectations.
- Delivered mobile-first designs, improving mobile user satisfaction by 25%.

Senior User Experience Designer (*Infosys, India*)

Jun 2019 – Sept 2021

Key Responsibilities:

- Led workshops to establish scalable design systems, ensuring consistency across multiple platforms.
- Utilized advanced prototyping tools to streamline the design-development handoff.
- Advocated user-centered design through stakeholder workshops and participatory design methodologies.
- Designed intuitive interfaces that aligned with platform guidelines (iOS Human Interface, Android Material Design)
- Conducted user research and usability testing to inform design decisions.
- Led redesigns of high-traffic interfaces, increasing engagement by 30%
- Utilized A/B testing and analytics to improve key metrics by 20%.
- Stayed updated on design trends, industry best practices, and emerging UI/UX technologies.
- Led in-depth user research and applied advanced accessibility features.
- Contributed to significant increases in user engagement and satisfaction through strategic design iterations.

EDUCATION

Masters in User Experience Design (India)

May 2019

Bachelors in Computer Engineering (India)

May 2017

SKILLS

User Interface (UI):

- Visual Design, Interaction Design, Wireframing & Prototyping
- Typography, Color Theory, Iconography
- Responsive Design, UI Animation, Design Systems

User Experience (UX):

- User Research, Information Architecture, Usability Testing
- Personas & User Flows, User Journey Mapping
- A/B Testing, Analytics & Metrics, Accessibility (WCAG)

Prototyping & Development:

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

Tools:

- Design: Figma, Sketch, Adobe XD, Axure, Photoshop, Illustrator
- Prototyping: InVision, Zeplin, Principle, Proto.io, Marvel
- Collaboration: Slack, Jira

Soft Skills:

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

CERTIFICATIONS ([Link](#))

Oct 2023

Creative Thinking: Innovative Solutions to Complex Challenges

Harvard Professional Development Program