



Ipsa Mehta

UX Designer

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Skillset

Interaction Design
Wireframing
Prototyping
Usability Testing
Information Architecture
Visual Design
User Research
Journey Mapping
Gamification
2D Animation
Stopmotion
Illustration

Software:

Sketch
Invision
Framer
Zeplin
Balsamiq
Adobe Photoshop
Adobe Illustrator
Adobe After-Effects
Adobe InDesign

Education

Graduate Diploma Program in Design

National Institute of Design,
India

2005-2010

Certificate in Gamification

University of Pennsylvania

on Coursera

March 2015

Summary

A user experience designer, with a background in animation and strong focus on iterative design process. I thrive in tackling complex interaction challenges and always persevere for better solutions. Design is a collaborative process and I thoroughly enjoy working through the nuances of a product across teams. I also enjoy cooking and find it a great way to understand 'User Experience'

Work Experience

UI/UX Designer

Conqa, Auckland

(Aug 2017 to Present)

Quality Assurance app for the Construction Industry. User Interviews, Experience Mapping and heuristic analysis, followed by Prototyping, User Flows and Visual Designs to help create more efficient products for customers and internal use

Senior Designer - Product

1MG Technologies, Gurgaon

(Aug 2015 to Aug 2016)

- Responsible for the Diagnostic test booking portal. (www.1mg.com/labs and the iOS & Android apps)
From initial UX research, user flows to hi-fidelity design, and then iterating and evolving the product over time using testing and analytics .
- Various feature-adds and improvements across the portal including better order tracking, cleaner information architecture for product pages, app on-boarding etc
- Ensuring consistency across verticals, overlooking junior members of the design team & interns, and hiring new members as and when needed

Design Consultant

Airveda, Gurgaon

(Dec 2015 to Aug 2016)

- Branding, Packaging, Promotion material.
- UX design for the iOS and Android app

Interaction Designer

Endeavour Software Technologies, Bangalore/Singapore/Remote

(Jan 2013 to Jun 2015)

- Complete UX and UI design for Course Authoring tool for creating MOOC format courses through Academic Partnerships (Canvas)
- Reskinning of www.homesearch.com and conversion from fixed width to a Responsive Layout
- Worked on-site for two apps for OCBC Bank, Singapore in collaboration with their CX team. Detailed Wireframes, Flows, Layouts, defining transitions and animations of Open Account and WOW Deals
- App concepts for various successful pitches to global clients and UX reviews

Independent UX Consultant

(May 2012 to Jan 2013)

For Walkmotion Creatives and Mobisy Technologies. Also worked on independent digital branding projects and an interactive storybook for the iPad.

Designer

ABOVE Solutions, Bangalore

(Nov 2011 to May 2012)

Illustration and visual design for iPad & mobile applications for children and a few websites.

Creative Digital Artist

Eccselis, Bangalore

(Dec2010 to Oct 2011)

Claymation video for Internal Stress Management in Deutsche Bank. Explainer videos for DBS Home Loan (Singapore) and Awsar (an online NGO). Concepts for other animated videos & an iPhone App for StudyAdelaide