



Barsha Priyadarsini

Sr. UI/UX and Visual Designer • 6+ Years of Design Experience

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SKILLS

Design	Design System, SaaS	User Research	Experience Design	Tech	HTML/ CSS/ JQuery
	Design Thinking	User Persona	Interaction Design		Bootstrap
	Project Management	Info Architecture	Iconography		Responsive Design
	Customer Centricity	Wireframe	Illustrations		Adaptive Design
	Usability Testing	Prototyping	Accessibility		Media Query

TOOLS

Figma Adobe XD Illustrator Photoshop Sketch Indesign Invision

EXPERIENCE

Apr 2021 - Present	Lead UI/UX Designer LeadSquared
2 yr 2 mos	<p>Working as Lead UI/UX designer in Service Cloud team building a B2B SaaS Ticketing system, involved from the scratch, played major role in the product design, from researches, customer interviews, mockups till MVP launch. Responsible to build & maintain the complete design system for the application, helping team to organise the process, collaborating towards making the interaction more User-Centric.</p> <p>Collaborating constantly with my fellow designers, developers throughout the process for each requirement. Mentoring to maximise the potential of individuals and whole team level, so as to achieve a consistent seamless experience.</p>
Jun 2018 - Mar 2021	Principle UX Designer Health Vectors Pvt. Ltd.
2 yr 9 mos	<p>Redesigned complex patients' blood reports into easy to understand Predictive Health Care Report along with diet charts in multiple media (digital & print), which amplified revenue generation by +36%.</p> <p>Was sole responsible for building end to end flows, from strategy, research to final design handover and usability testing for DocVu mobile app made for doctors.</p> <p>Provided design consultation to multiple clients in health sector, improving their medical reports along with designing for campaigns and advertising.</p>
Mar 2013 - Aug 2016	UI Designer/ Developer TATA Consultancy Services
3 yr 5 mos	<p>Transformed outdated legacy applications to modern responsive designs, developed Dashboard frontend for B2B Reinsurance clients involving transactions & employee management systems. Additionally revamped B2C banking and life insurance applications for various clients.</p> <p>Conducted training sessions in Usability, Branding, UI best practices, Accessibility compliance for UI freshers across regions.</p> <p>Worked extensively building responsive web design following mobile first approach along with solving cross browser compatibility issues.</p>
Bengaluru, Karnataka	

EDUCATION

2016 - 2019 Bengaluru, Karnataka	National Institute Of Design (NID) M.Des (Information Experience Design)
2008 - 2012 Bhilai, Chhattisgarh	R.C.E.T, CSVT University B.E (Electronics & Telecommunication Engineering)