Sayli Damle Patil

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Passport Availability	:	Yes
Visa Status	:	B1
Portfolio	:	https://www.saylidamle.tech/

Experience Summary: A **HFI-Certified Usability Analyst with Bachelors in Art and Painting along with A Diploma in Advance computer Arts**, I have been in the field of UI/ UX for Web and mobile applications and User Experience analysis and strategy, Graphic Design, Multi-Media design and print media for **23+** years.
I have rich experience in all phases of Designing life cycle including collect and analyze business requirements, UX research and recommendations, Quick prototypes, Visual design, testing and Implementation. Have experience of managing design teams as Design Lead and Project manager.

• Design project management• Specializing in user-centered design, interaction design, visual design and prototyping • Expertise in Graphic Design • Provide user experience and interaction design solutions for a diversified design industry platforms • Gather requirements from Business Stakeholders / Business Analysts • Brainstorm user research & white boarding with Business Stakeholders / Product Owners / Business Analysts / design teams • Identify key user flows / tasks / use cases •Initial sketches / concept / ideations • Conduct design review & discuss wireframes /create prototypes • Create visual designs • Manage design specs / images / icons • Review / evaluate development with final mockups & design specs and provide feedback • Excellent with interpersonal, communication skills with a flair to lead a team.

Platform Skills: Adobe XD CC, Sketch, Invision, Balsamiq, InDesign, Flinto, Axure, Corel Draw, HTML, CSS, Adobe Photoshop CC, Adobe Illustrator CC, 3D Studio Max, After Effects.

Strengths:

- Passion for delivering rich customer experience.
- Certified User Experience analyst
- UI UX design for Mobile, Web space with CSS , HTML, Adobe, Sketch, Invision, Flinto software experience.
- Ability to work with customer and multiple stakeholders and manage customer interactions single handedly.
- Solid understanding and exposure to business operations.
- Ability to manage in-house and vendor resources.
- Rich experience in digital prepress and printing techniques.

Work Experience

Moonraft Innovation Labs
Title : Project Manager / Experience Lead
July 2019 Till Date

Roles and Responsibilities:
Project management and Leading UX, UI & new media design teams for our design and innovation services. Work on global client-facing customer experience projects, responsible for driving overall design strategy & vision as well as hands-on design execution & delivery. Projects range from digital experience design, service design to interactive spaces & installations, along with concept pitches, product definition & narratives.

Latest Projects :

Taj Hotels (Mumbai and Global) – Taj Hotels global website and Taj vendor booking portal.

BDO Unibank (Philippines) - Banco de Oro online banking app.

Reliance Mutual Funds (Mumbai) – Reliance Mutual Funds app and website.

Different Designs
Title : Founder- Proprietor
May 2010 Till July 2019

Roles and Responsibilities:
End to end ownership of Marketing, Sales, Workflow and e-Learning project delivery in the mobility and web space for customers across the world.

- One - point contact for customer interaction.
- Designed and Developed projects for web and mobile applications with CSS / HTML , UI / UX design, Multimedia, Corporate identity, Websites, Mobile Apps, Print media design and application. Executed with full responsibility of UI and Graphics.
- Requirement gathering, Documentation, Research, Mockups / story boarding, Commissioning team, manage development, testing, implementation, and additionally lead and deliver UI & Graphics.
- Preparing Bids, Business proposals, Presentations, Statement of work, customer contracts, vendor management, Invoicing and accounting.
- Completed successful projects in UI/ UX design and development, websites design and development, app design and development , Corporate identity and presentations, Print Media design and implementation for more than **175** customers till date.

Projects :

Kitchens Of USA (New York) - Website, brand development and UI / UX for Application to manage business and design process in custom kitchens for New york and surrounding areas.

Shlach (New York) - UI /UX for Package Delivery application.

Securethings (California) - UI/ UX , Website and brand development for Autonomous cars and systems company.

Employer: Symantec Corp. Pune
Sep 2008 to May 2010
Designation: Sr. Graphics Designer

Roles and Responsibilities:

- Responsible for entire Content management through Team site tool for India intranet.
- Responsible for designing visual concepts, implementing, testing and deploying Corporate Intranet through team site and other add on tools like CSS, HTML, Adobe and flash.
- Providing back end support with web based applications.
- Supported various teams across the Organization for multiple product events, development events with end to end graphics and branding.
- Conceptualizing and creating presentations for VP's office and Communications Department for internal and external events & branding.

Employer: Aims Digital, Pune.
May 2004 to July 2004
Designation: Sr. Graphics manager

Roles and Responsibilities:

- Meet clients to understand requirements
- Set expectations of acceptance criteria, milestones with client
- Manage graphics team of 8-10 team members.
- Translate requirement into concepts, visualize & communicate concepts to the team
- Coordinate with clients, delivery team, assign work for designs in various media
- Ensure quality and timely delivery from the team.

Clients: TATA Technologies, MaximEyes, Daimler Chrysler, Thermax, Sandvik , Swistar, Javdekar Builders.

Employer: TATA Interactive Systems, Mumbai.
Apr 2003 to Dec 2003.
Designation: Sr. Visualizer

Roles and Responsibilities:
- Visualize, participate in concept creation
- Design & Implement Web & Multimedia Application

Clients: Lloyds Finance- UK. McGraw-Hill - USA. HMCO- USA. Cranfield- UK. GSK-AUS.

Academics

Bachelor (BA) in Art and Painting - SNDT College, Pune.

Diploma In Commercial Arts (GD Arts) – Chitralila Niketan Mahavidyalaya, Pune.

Diploma In Advanced Computer Arts (DACA) - C-DAC, Pune.

HFI-Certified Usability Analyst, Human Factors International, Mumbai, India

Previous Employers:

Vision Technology Group Inc. INDIA.
Aug 2002 to Dec 2002.
Designation: Graphic Design Consultant.
Role: Job responsibilities included designing & Implementing in web & multimedia.
Client   SchoolsOnInt.com
                              Yavneh Academy.

Worldsites Network – India
Jan 2001 to Aug 2002.
Designation: Senior Graphic Designer.
Role: Job responsibilities included designing & Implementing in web & multimedia.

Employer: **Ad Net technologies Ltd.**
July 2000 to Dec 2000.
Designation: Senior Graphic designer. **Role**: Web & Multimedia Designing.

Employer: **Ink Float India Ltd.**
Aug 1997 to Dec 1999
Designation: Senior Artist. **Role**: Designing for print media & advertising. Worked for industrial exhibitions and also experience in inkjet & vinyl designing and printing.

Employer: **Velankar Advertising Ltd.**
July 1996 to May 1997
Designation: Senior Artist. **Role**: Worked On the Print Media & Advertising like designing of Products Catalogues, Brochures, Designing Of Hoardings, Magazine Ads etc.

Other Freelance Work
Approximately 16 months
Event management, Web Site designing, Multimedia presentations, Designed Interactive Presentations & Walkthroughs, Stationary Designing, Vista icon design, Logo Designing, Brochure design, Paintings.

Clients : Atlas Copco, Kokal Interiors, SKF, Vrishabh InfoTech, Akshar Chhaya , Silicon Mountains Shewale Builders, IMDR Pune, Marigold, Santronix.
Tools Used : Macromedia Flash, Macromedia Director, 3D Max, Adobe Photoshop, Adobe Premiere.