

# Binni Deopa

## UI/UX Designer

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### SUMMARY:

Seasoned user experience designer with excellent understanding of designs, accessibility requirements and performance capabilities that make users lives better. Devoted to giving every user a positive and memorable experience.

### EXPERIENCE:

#### User Experience/User Interface Designer

Artech Information Systems | Dallas, TX | Apr 2019 – Current

Client: **McKesson**

Projects:

**Health Mart Pharmacy** <https://my.healthmart.com>

**Vaccine & Wellness** <https://wellness.healthmart.com>

**Health Mart Atlas** <https://www.healthmartatlas.com/home>

**Health Mart** <https://www.healthmart.com>

- Design all applications keeping user experience in mind, that included competitive research, user data analysis, customer feedback, stakeholder's requirements.
- Gathering requirements from stakeholders and converting it into wireframes, mockup and prototypes
- Lead information architecture of myHealthMart.
- Created centralized Design System (ADA compliant) for the application.
- Developed high-fidelity visuals for desktop and mobile devices.
- Redesigned all web applications to meet web industry standards keeping web accessibility check.
- Created login-in series for the internal portal that included identity verification via email and SMS.
- Worked with technical leads, engineers, and designers to develop dynamic client-side web applications across various areas of business.
- Maintaining and updating applications on a daily basis

#### User Experience Design Program

SMU (Southern Methodist University) | Dallas, TX | Aug 2018 - Apr 2019

Project: *Shopal*

- User Experience Design Strategy
- User Research and User Centered Analysis
- Usability Testing
- Designing Customer Experience
- Customer Journey Mapping

### CONTACT:

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### SKILLS:

Figma

Sketch

InvisiopnApp

Balsamiq

Axure

Agile Methodology

Adobe Creative Suite

Wireframing

Mockups

Prototyping

Usability Testing

Information Architecture

User Research

Visual Design

Design Thinking

Failure Resolution

Performance Optimization

Responsive Design

Usability Testing

Empathy Mapping

Personas

ADA Complaint Design System

Competitive Research

HTML

CSS

### EDUCATION & TRAINING:

UX Design Program

SMU (Southern Methodist

University), Dallas, TX

2018-2019

Masters in human resource

Sikkim Manipal University, India

2008-2010

Advance Diploma in Web Designing

CABA Innovatives, India

2005-2006

- Participated in user interviews and worked on epics, user stories and empathy map, personas.
- Created Workflows, Wireframes, Mockups and Prototypes

Bachelors in commerce  
Delhi University, India  
2002-2005

### UI/UX Specialist

*Innovative Way | Dallas, TX | Jan 2016 - Aug 2018*

Client: **HPE**

Project: <https://www.pipelineapp.io>

- UX research, designing wireframes, mockups, and prototypes.
- Brainstorming with UI/UX team for enhancement of user interface of existing designs
- Style Guide creation of the application and responsible for UI consistency
- Rapid paper prototype user testing and designed emails for the application
- Resolving UI bugs and ensuring cross browser testing
- Worked on HTML, CSS

### REFERENCES:

Available upon request

### UI Designer

*Precision Tech Corporation | San Jose, CA | Sept 2014 – July 2015*

Client: **SanDisk**

Project: <http://forums.sandisk.com>

- Designing user experience into wireframes, mockups, and prototypes
- Designed and integrated code in Lithium framework (CMS)
- Designing banners and graphics as per the business requirements
- Resolving UI bugs in lithium platform (CMS)
- Modified existing software systems to enhance performance and add new features.
- Promoted high user satisfaction by resolving problems with knowledgeable and user-friendly interface.

### Senior Web/UI Designer

*NIIT Technologies | India | May 2012 – March 2013*

Projects:

<http://www.sita.aero/>

<https://www.malaysiaairlines.com/hq/en/plan-your-trip/check-in.html>

<https://www.swiss.com/ch/EN/profile/login>

- Translating business requirements into wireframes and mockups for Web and Kiosk applications.
- Consulted on tone, style and subject matter, driving layout and design.
- Optimized assigned designs according to customer specifications.
- Examined product samples, adjusting designs to achieve desired results.
- Participated in brainstorming sessions to generate new ideas for product features or improvements.

### Senior Web Designer

**Net4 India** | India | Nov 2010 – May 2012

Project: <http://www.net4.in>

- Used effective web design, coding, and testing skills to enhance user experience of the application.
- Suggested creative solutions when faced with difficult design challenges while adhering to deadlines.
- Optimized existing websites by improving page load times, navigation structure and content layout.
- Created wireframes, prototypes and user interface elements to ensure maximum usability.
- Designing mailers, logos, banners
- Troubleshooted and addressed browser capability issues.

### **Junior Web Designer**

**IMAGES Multimedia** | India | Aug 2007 – Nov 2010

Projects:

[www.indiaretailing.com](http://www.indiaretailing.com)

<http://imagesgroup.in>

<http://www.indiaretailforum.in>

<http://indiafashionforum.co.in>

- Designing websites, microsites, wireframes, and emails
- Involved in meetings to get understanding of product and designing web applications.
- Designing emailers, Logos, banners
- Designing newsletters, ads, and promotional materials
- Fixing the bugs, maintaining the existing product, and ensuring cross browser testing

### **Web Designer**

**Aqua InfoTech** | India | Oct 2006 – June 2007

- Creating new web designs
- Designing Logos, Brochures, Banners
- Maintaining the existing product and fixing the UI bugs