

BHAVNASINGH

Professional Experience

UX | UI Designer | Visual Artist

A problem solver at every level. At an early stage, I help conceive and visualize the entire strategy. If the client already has a direction, I help push it to completion. At every phase I strive to create better experiences for users, understanding implicitly that technology exists to serve those using it. I make strategic choices with reality in mind but always try to stay a step ahead, anticipating change and embracing it.

Key Strengths:

- Strong aesthetic ability with a proven know-how to combine creative and usability viewpoints.
 - Excellent communicator with leadership skills, work well with a team or solo.
 - A considerate listener with an ability to understand and handle individual needs, work based or personal.
 - Passionate about researching and staying up to date with current trends & concepts in my field.
 - Self-motivated, detail-oriented, highly organized and deadline-driven; flexible when required.
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Sr. UX | UI Designer & Researcher (UX Strategy) (July 2016 – Oct 2017)

Verizon Wireless - DT Team (Device and Technology Testing Labs) *20 Independence Rd, Warren, NJ 07059*

Responsibilities: Utilizing UX practices to restructure, redesign and seamlessly interlace new and existing applications from independent task-based to integrated and user-friendly applications. Incorporating Verizon branding and Google Material Design as a core.

- Managing a small team of designers and working seamlessly with Stake holders, Business Analysts, Project Managers, Development Teams and Test Engineers.
 - Analyzing and applying UX strategy in existing application which includes, restructuring IA (Information Architecture) and Page Flows. Offering organized design solution and other methods for a faster page loads without losing vital content.
 - Building iterative storyboards, low and high fidelity clickable prototypes to communicate ideas to the clients.
 - Designing Application Launcher Logos, application desktop Icons, customized Font Icon iconography.
 - Final design assets and delivery which ideally includes, interactive prototypes, annotated mockups and iconography packages for all required platforms.
 - Daily and/or weekly meetings with multiple teams across various time zones.
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UX | UI Designer (April 2015 – Feb 2016)

Citigroup - ETS Credit Risk 283 King George Rd, Warren, NJ 07059

Responsibilities: UX Analytics to identifying UX/UI gaps in (pre-production) UAT Servers and offering crucial solutions via documentation and presentations.

- Established Citi ETS User-Experience Standards and Style-Guides: Designed and introduced comprehensive UX/UI Style-Guides with Best Practices as part of a UX team at the first stage and singularly at the second stage, based on UX/UI gaps, use-case scenarios and requirements.
 - Prototyping, Wireframes and Mockups: Detailed Prototypes, Wireframes and Hi-Fidelity Annotated mockups with rapid iterations to adjust designs based on feedback.
 - Iconography SVG: Singularly designed over 150 customized icons for ETS UX Standards and formulated best practices & guidelines for designers and developers.
 - Other Responsibilities: Meetings with multiple teams across various time zones. Worked directly with the Scrum Teams - project-managers, developers and engineers, offering guidance with User-Experience design into relevant applications.
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Interactive Production Designer for Web and Print (2007 - 2015)

Art Center of Northern New Jersey 250 Center St. New Milford, NJ 07646

Responsibilities: Worked as a solo Interactive Production designer and a curator the Art Center School and Gallery and its' affiliated professional-exhibiting artists. Custom-built a showcase portfolio for the Art Center www.artcenter-nnj.org/. and its' member artists. Task highlights include, designing quarterly school brochures, all event collaterals. Photographing events, marketing and social media campaigns. Co-managing art show openings.

Freelance Portfolio (2004 – 2016)

Web Development

Built numerous Website and blogs for artists, architects, educational, and PR.

Art Center of Northern New Jersey [Art Center and Gallery] www.ArtCenter-nnj.org; Ginan Rauf [Writer, Photographer and a Teacher] www.GinanraufMusing.com; Joyce Hedman [Architect and an Exhibiting Artist] www.JoyceHedmanArt.com; Ralph Steinglass [Architect and an Exhibiting Artist] www.RalphSteinglassArt.com; Rachele Unter [Printmaker and an Exhibiting Artist] www.Racheleunter.com; Ruth Bauer Neustadter www.RuthBauerNeustadter.com; Wendy Markin [Photographer and Pastel Artist] www.WendyMarkin.com; Carolee Goldstein [Artist] www.BergenSeniorFun.com; Jill Goldstein [Public Relations] www.JGoldsteinPR.com; Personal [Graphic Artist] www.BGraphicArt.com

Interactive Designs for Web and Print: Brochures & Catalogues; Business Cards & Postcards; CD Covers; Documents, Newsletters, Online Fillable Forms; Logos, Emblems & Monograms; Stationery Designs, RSVP Cards & Envelopes Posters & Flyers; Website Headers & Illustrations

Art-Book Designs

"Etched in Print: An Oral History of Rachele Unter" 2015

"Zeinab Khalifa: A life in Conversation" 2015

"Rachele's Studio" 2013

"Who is Bobbie? Muse through the eyes of the artist" August 2013

Art Curator: Curating art Portfolios. Exhibits and Openings

Teaching: Art and Design instructor at the Art Center of Northern New Jersey. On voluntary basis, I also teach art to children with special needs.

DESIGN AND TECHNICAL ENVIRONMENT

UX: UX Strategy, Information Architecture; Story Boards and Page flows; Wire-framing; Interactive prototypes; Application Audits and basic heuristic evaluation.

UI: Mockups with detailed annotations; Style-Guides; Iconography, Brand Logos, Infographics.

Animation: GIF animations and other basic animation via Animate CC and CSS.

Methodologies: Agile and Scrum

Design Tools: Adobe CC (Photoshop, Illustrator, Indesign, XD, Dreamweaver and Muse)

Programming Basics: HTML5 and CSS3 **Other:** JQuery UI & Basic PHP

Other: Microsoft Office 2017 and Power Point | Pages & Keynote.

EDUCATION | TRAINING | CERTIFICATION

Bachelor of Fine Arts (BFA) in Applied Art and Design from Punjab University (PU), Chandigarh, India

Certifications from Bergen Community College, Paramus (NJ)

Interactive Graphic Design: Adobe Creative Suite

Professional HTML5 and Css3

Web Design: PHP Server Scripting and Databases, Java Script and JQuery UI

Continuing Fine Art Education

Art Center of Northern New Jersey (NJ): Contemporary and traditional printmaking: Etching, Screen-printing, Linocuts, Woodcuts, Lithography and Digital printing.

Art School at Old Church (NJ): Figure drawing and Art Illustration.

New York Open Center, (NY): Watercolor painting.

New York University (NY): Photography and Watercolor painting.

Online Portfolio: www.bgraphicart.com