



# MITALI SHARMA

## UX/UI Designer

I am a proactive and detail-oriented UX/UI designer with 3+ years of the proven end-to-end experience. A clear understanding of technologies allows for seamless collaboration with developers, while strong communication skills ensure transparency with stakeholders.

My approach to good design is finding the right balance of user empathy, usability, aesthetics, keen business acumen and a deep understanding of users.

### ☆ Experience

#### Digital and Marketing Designer - EasyTrim Reveals

06/2017- Present, Calgary

Currently, I work in an in-house product design team to establish a digital brand strategy. I am involved in developing and designing the website.

I conduct user and market research and analyze data to define business goals for the new market opportunities. I collaborate with the project manager and graphic designer to evolve design concepts.

I am also working on developing the B2B case solutions, and best practices for the internal and external stakeholders in the United States and Canada.

#### Web and Graphic Designer - Indi Design

07/2015 - 09/2016, India

I worked in a design agency and designed a wordpress website for Fuso light, Ontario. I was highly involved in creating a digital identity and packaging design for the products.

I also designed website, and digital graphics for various real estate, and hotel chains. I researched content and created personas for Pool magazine, internationally acclaimed Indian digital design magazine.

### ◇ Volunteer

#### Content Strategy Coordinator - Chick Geek

01/2019 - Present

Responsible for identifying and researching technology trends and career-development topics that guide the programs. Developing a voice and point of view to Chic Geek that connects it with the community. Creating an entirely new dialogue based on valued content for website, blog and newsletters of the organization.

#### UXPA (User Experience Professional Association)

03/2017 - 07/2018

Designed logo and brand strategy guideline for the 2018, UserExperience professional association conference in Puerto Rico.



### Details

<https://mitali.info/>



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### Education

Certificate in Integrated Digital Media  
University of Calgary  
07/2018 - Present

Masters in Communication Design  
DAIICT  
06/2013 - 06/2015

Bachelors in Technology  
Banasthali University  
06/2009 - 05/2013

### Certification

User Research and Strategy  
Designlab, San Francisco  
12/2018 - 02/2019

UX Design

Interaction design Foundation  
12/2017 - Present



### Tools

Sketch  
Figma  
Adobe Creative Cloud  
Invision  
HTML/CSS  
Balsamiq  
Google Analytics



### Skills

#### Design:

Illustration & UI graphics · Strategy & Vision · User Flow · Concept Sketches · Wireframe · High fidelity mockups · Illustrator · Style guide

#### Prototyping:

Rapid Prototyping using Balsamiq · HTML/ CSS

#### Research:

Data Analysis · Visual Analytics · Task Analysis · Persona hypothesis · AB Testing · Diary Study · User Interviews · Ethnography · Survey · User Testing

#### Collaboration:

Organized UX Meetup · Self Starter · Flexible · Curious · Communicative · Detail Oriented