



# PAYAL RATHOD

+91 9689003348 / 9226883348

payalratd96@gmail.com / payal96rathod@gmail.com

## ABOUT ME

Dedicated and creative UI/UX and Visual Designer with **6 years** of experience in designing user-friendly, visually appealing, and intuitive digital interfaces. Adept at conducting **user research, wireframing, prototyping, and delivering high-quality designs.** Seeking an opportunity to contribute my skills to a dynamic team and create exceptional user experiences.

## EDUCATION QUALIFICATION

### Secondary School Certificate (2012)

Symbiosis Secondary School, Pune

### Higher Secondary School Certificate (2014)

Symbiosis College of Arts and Commerce, Pune

### B.Des (Communication Design - Graphic Design) (2018)

Symbiosis International University

## SOFTWARE

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe XD



Sketch



Figma



## SKILLS

User Research

Wireframing

Design Thinking

Competitor Analysis

Prototyping

Packaging

Market Analysis

Branding

Design System

Information Architecture

Advertising

UI Design

## EXPERIENCE

### Lokus Design (Internship for 6 weeks in 2017)

- This was my first industry experience.
- Kicked off my internship by designing a company timeline.
- Learned about the company's milestones and translated them into visual options.
- Developed a digital timeline, iterating on the design until finalization.
- Researched book cover design trends for inspiration (fonts, styles).
- Sketched initial concepts on paper before creating the final design in Adobe Illustrator.
- Contributed illustrations for a new Kobe Sizzlers outlet's wall art.

### The Spaceship Design (Internship for 4 months 2018)

- My initial project involved comprehensive brand development for 'Albano - Shakes and Fries'. I handled everything from logo design and packaging to crafting their company profile, social media content, and flyers.

### **The Spaceship Design (Internship for 4 months 2018)**

- Next, I tackled menu design and social media strategy for 'Tea Trails' cafe.
- Finally, I spearheaded another branding initiative for 'Eskopop'. This included designing their logo from scratch, finalizing it after multiple iterations, and developing packaging, advertising materials like hoardings and pamphlets, and social media posts."

### **Tata Consultancy Services ( August 2018 - Ongoing)**

- **Project 1 - Revamping an Insurance Portal** for a leading Indian Insurance Company. We employed a user-centered design approach, starting with heuristic evaluation, user interviews, and questionnaire drafting to pinpoint pain points in the existing application. Based on these insights, we defined potential solutions, crafted the information architecture, built wireframes, and finalized the visual design. This iterative process ensured the revamped portal addressed user needs effectively.
- **Project 2 - New Expense Reimbursement App** focused on designing an application for a Japanese Automobile Company headquartered in Yokohama. This involved gathering business requirements to understand the specific needs of the application's users. Following a user-centered approach, I developed wireframes and visual designs, ensuring the final product offered a seamless user experience.
- **Project 3 - TCS Employee Portal** involved redesigning a specific module within the vast TCS Employee Portal, focusing on the Business Continuity Planner section. Each module was tackled individually, starting with thorough explanations followed by information architecture and task flow development. Wireframes were then created and prototyped for review by both business and technical teams. Upon approval, I crafted the style guide and visual design for the module.

- **Project 4 - British Bank Employee Portal** tasked me with revamping an employee portal. I began by familiarizing myself with the existing portal and clarifying any uncertainties with the product owner. Following a user-centered approach, I conducted a heuristic evaluation to pinpoint core issues. User interviews further solidified the problem statement, which guided the development of solutions. Task flows and information architecture were then defined before creating paper prototypes. Final wireframes and visual design were completed using components from the bank's existing design system, and the project was handed over for development.

- **Project 5 - Nordic Postal Service Provider** focused on optimizing a parcel sorting application. Initial steps involved understanding the existing application, conducting market and competitor analyses, and creating user personas. Based on user responses from questionnaires, I developed an empathy map to gain deeper insights. This informed the creation of task flows and low-fidelity wireframes. Once finalized, the team established a design system and proceeded with the application's visual design.

Within the same project, I tackled another module focused specifically on parcel distribution within the Nordic region. To begin, I immersed myself in the business model and user requirements. This was followed by a thorough analysis of similar products to grasp current trends and an examination of the existing application's task flow. Next, I meticulously documented user pain points within the existing screens and conducted user interviews to gain deeper user insights. Based on these findings, I generated wireframes and, upon business approval, proceeded with visual design, leveraging components from the established design system.