Monica Varma

UX/UI and Graphic Designer

👤 Profile

Versatile designer with a unique background in architecture, interior design, and graphic arts, recently graduated from a Web and Mobile App Design program. Possessing over 7 years of combined experience in project architecture, freelance graphic design, and media agency work, I bring a creative and multidisciplinary approach to UX/UI design. Eager to contribute my diverse skills to innovative projects, I am committed to creating visually compelling and user-centric digital experiences.

💼 Academic Experience

UX/UI Designer

- Conducted UX research including surveys, participant recruitment, user interviews, and usability testing to inform design decisions and enhance user experiences.
- Proficient in wireframing techniques, capable of creating both low and high fidelity wireframes to visualize and iterate on design concepts effectively.
- Developed responsive web layouts to ensure optimal user experiences across various devices and screen sizes.
- Created high fidelity mockups and prototypes to demonstrate design concepts and functionalities, facilitating live product demonstrations and stakeholder feedback sessions.
- Designed comprehensive design systems and UI components to maintain consistency and enhance usability across products.
- Developed product branding, including logo design, landing page design, and marketing assets, ensuring cohesive brand representation across all touchpoints.
- Thrived in fast-paced environments, consistently delivering successful Minimum Viable Products (MVPs) within tight 12-week project timelines.
- Proficient in front-end development with knowledge in HTML, CSS, Sass, and JavaScript, utilizing Visual Studio Code for development tasks.

Project Manager

- Collaborated on 4 team projects, working closely with designers and developers to deliver innovative solutions.
- Managed 1 project as a Project Manager, overseeing project timelines, resources, and deliverables while balancing design responsibilities.
- Led daily standups to facilitate effective communication and alignment among cross-functional teams throughout project cycles.

Details

Vancouver
Canada
+1 7788831565
monicavdesign@gmail.com

Links

Portfolio Website
The Artsy Soul

Skills

Adaptability

Time Management

Written & Verbal Communication

Problem Solving

Creative

User Research

User Interviews

Usability Testing

Figma

Adobe Creative Suite

Wireframing

Mockups

Prototyping

Design System

Front-End Development

HTML CSS Javascript

Agile Project Management

- Utilized agile project management techniques, including JIRA for issue tracking and sprint planning, to ensure project milestones were met within designated timelines.
- Successfully executed project plans, delivering high-quality results under tight deadlines and achieving project objectives.

★ Professional Experience

Graphic Designer @ PIVOT ROOTS(HAVAS), Mumbai
May 2021 — June 2022

- Worked and handled the brand Vistaprint India, primarily focusing on graphic design for social media content creation.
- Produced a wide range of content, including static visuals, videos, and GIFs for Vistaprint's social media channels, ensuring brand consistency and engaging visuals.
- Collaborated closely with cross-functional teams, including copywriters and account managers, to understand client briefs and deliver design options, aligning with brand standards and client preferences.
- Contributed to new brand acquisition pitches, offering ideation and conceptualization support, showcasing innovative design concepts to potential clients.

Project Architect, Mumbai
April 2017 — April 2021

- Led design initiatives for 3 distinguished architecture and interior design firms, specializing in luxurious residential and commercial interiors.
- Managed end-to-end project design and execution, ensuring seamless communication between clients, firms, vendors, and site teams.
- Orchestrated effective coordination among diverse stakeholders, facilitating efficient project workflows and successful outcomes.
- Demonstrated exceptional time management skills, consistently delivering projects within stringent deadlines.
- Cultivated expertise in integrating user needs with design aesthetics, emphasizing a user-centric approach to design solutions.
- Honed strong interpersonal skills, fostering collaborative relationships, and maintaining open lines of communication.
- Managed multifaceted project teams, leading them towards successful project delivery and exceeding client expectations.

🎓 Education

Post Degree Diploma, Langara College, Vancouver
September 2022 — December 2023

Web and Mobile App Design and Development

B.Arch, L.S Raheja School of Architecture, Mumbai
August 2011 — December 2016