MONICA VARMA

UX/UI | GRAPHIC DESIGNER

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SUMMARY

Creative UX/UI and graphic designer with 7+ years of experience in branding, visual storytelling, and digital design. Skilled in crafting engaging visuals and seamless user experiences for web and marketing platforms. Currently designing HMI and web interfaces, bringing a problem-solving mindset that balances aesthetics and functionality. Passionate about elevating brands and enhancing user engagement in fast-paced, collaborative environments.

TECHNICAL SKILLS

User Research	Interaction Design	Accessibility
User Interviews	Visual Design	Responsive Design
Usability Testing	Adobe Creative Suite	Front-End Development

PROFESSIONAL EXPERIENCE

UI GRAPHICS DESIGNER @ AINSWORTH INC.   July 2024 - Present

- Designed intuitive UI screens for building automation systems (HVAC, Lighting, Security).
- Created functional dashboards to track clients' energy and water consumption with interactive data visualization.
- Developed a structured design system and reusable asset library to enhance efficiency and consistency.
- Collaborated with engineers, technicians, and clients to optimize usability and workflow.
- Designed custom graphical assets and implemented basic programming logic for dynamic data displays.
- Utilized Adobe Suite for 3D modeling, rendering, and image editing.

GRAPHIC DESIGNER @ PIVOT ROOTS (HAVAS COMPANY)   Dec 2021 - Jun 2022

- Managed Vistaprint India's brand presence, creating engaging social media content (static visuals, videos, GIFs).
- Ensured brand consistency and visual appeal across various social media platforms.
- Collaborated with cross-functional teams to align designs with client goals and brand standards.
- Contributed to brand acquisition pitches by developing innovative design concepts for potential clients.

PROJECT ARCHITECT   Apr 2017 - Nov 2021

- Led design initiatives for luxury residential and commercial interiors, coordinating with clients, vendors, and teams.
- Managed end-to-end project execution, ensuring timely delivery and effective communication across stakeholders.
- Integrated user needs with design aesthetics, applying a user-centric approach to project solutions.
- Demonstrated strong time management and collaboration skills, consistently exceeding client expectations.

EDUCATION

Web and Mobile App Design & Development   Sept 2022 - Dec 2023

Post Degree Diploma
Langara College, Vancouver

Bachelors in Architecture (B.Arch)   Aug 2011 - Dec 2016

L.S Raheja School of Architecture, Mumbai