Sushil Nisale

UI/UX Designer

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SKILLS

DESIGN SKILLS

User Interface Design, Wireframes, Design Systems, Motion Design, Prototyping, Interaction Design, Visual Design, Illustrations, Graphic-Design, Web Accessibility (WCAG), Typography, Responsive Design Grid, Interaction Model, User Task Flow, B2B Product Solution, User Flow Diagram, Sitemap

RESEARCH SKILLS

User Research, Competitive Analysis, A/B Testing, Usability Testing, User-Interviews & Surveys, Empathy Maps, Information Architecture, Analytics & Metrics, Storyboarding, Quantitative & Qualitative Research, UI Framework, UX Problem, Design Pattern, Brand Guidelines, Design Language, Pattern

TOOLS

Figma, Adobe XD, InVision, Framer, Balsamiq, Uxpin, Zeplin, Sketch, Google Analytics, Miro, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effect, Premiere Pro)

FRONT-END

HTML, CSS, JavaScript, Wordpress

EDUCATION

Masters in HCI/UX,
Drexel University, PA, USA
September 2022-December 2023

Bachelors in HSCS,
Kohinoor Business School, MH, India
June 2013-May 2016

CERTIFICATIONS

Google UX Design Certificate

Adobe XD for Designers

Figma for UX Design

Illustrator for UX Design

SUMMARY

UX/UI Designer with 4+ years of experience in user research, wireframing, and usability testing. Proficient in Sketch, Figma, InVision, and Adobe Creative Suite. Collaborated with cross-functional teams to deliver intuitive and user-centered designs for web and mobile applications.

EXPERIENCE

UX/UI Designer, Freddie Mac, USA   March 2024-Present

- Worked closely with Design, Development, Program Management, Marketing Research, and other teams to develop user-centered design features.
- Consulted with Tech startups to provide design solutions to solve target audience needs & business challenges through User Research, Design Thinking, Service Design, Responsive Design & basic UI Development.
- Extensively worked on developing Wireframes to accurately transfer design and prototype worksheets to UI developers. Worked on WordPress software to design and update websites, landing pages, and other digital assets to bring my design story to live.
- Collaborated with developers, product managers, QA, and marketing to create amazing user interfaces.
- Executed all visual design stages from oral concept point while working with front-end developers.

Junior UX Designer, Turbosoft System, India   June 2018 – March 2022

- Conducted in-depth Competitor Analysis based on revenue, community features, & User Reviews, integrated Survey results into Low-Fidelity Visual Design for Quantitative Research guided UX improvements.
- Collaborated in Design Sprints with a team to ideate crisis control features, built Empathy Map, Storyboards & Visual Styles using Figma, ensuring consistency with the existing application design.
- Improved user experience by conducting Usability Reviews, identifying UX issues, & making Data-Driven Design decisions resulting in a more User-Centric end-to-end experience.
- Brainstormed & re-designed a pixel-perfect Website by utilizing best practices in Interaction Design, Information Architecture, & Visual Design to create engaging & Accessible Design assets for marketing.
- Developed Front-end using HTML, CSS, & JavaScript to ensure designs were technically feasible & implemented Responsive Design principles using CSS Grid.
- Flexbox, performance optimization of the redesigned website achieved a 20% improvement in page loading speed.
- Devised, Mockups and Prototypes for designs based on proven methodologies, stakeholder requests, and end-user feedback.

PROJECTS

- Swimm
- Mystopia
- Nivel
- Prime Desk Pro