



AKANKSHA SINHA // VISUAL DESIGNER

A talented user interface designer with five years of experience, specializing in user experience, brand development, and strategic marketing. I enjoy working with collaborative teams to make designs that are user friendly, aesthetically pleasing, stimulating and engaging.

EXPERIENCE (FREELANCE)

User Interface Designer
Thomson Reuters, Legal
 November 2016 – Present

As a UI designer, responsible for taking complex information and creating simple and elegant interfaces for their legal product. Brainstorming and concepting new screens for the task management and pricing sections of the project.

Major Projects

- Working alongside UX Architects to create new screens, workflows, icons, and animations to convey the designs to stakeholders.
- Assisting with walk-throughs and usability testing and updating designs per changing needs and requirements.
- Working with three other UI designers to maintain a UI style guide and design library for each section of the project to uphold visual and UX consistency within the project as a whole.
- Providing visual feedback and assets to developers for the development process.
- Using Sketch for all UI concepts, Principle for animation and Invision to create prototypes for the project.

UI/Visual Designer
Diedrich RPM
 June 2014 – October 2016

As a lead designer, managed all phases of visual user interface design for a wide range projects including e-commerce stores, mobile apps, and content management sites. Assessed client's needs, developed specifications and worked with implementation team throughout the lifecycle including user testing and client delivery.

Major Projects

- Managed and developed on-time delivery of company's website redesign through strategic planning and effective communication.
- Developed the information architecture for technically complex websites for web, tablet and mobile platforms.
- Created interaction models, wireframes, user flows, finished screen designs, and graphical assets for apps that promoted ease of use and optimized the user experience.
- Designed and implemented website graphics, links, landing pages, banner ads and navigational buttons using content management systems.
- Synthesized data into concrete GUI design proposals, presented design ideas using flowcharts, prototypes, and mock-ups.

EDUCATION

M.F.A in Web Design
 Jan 2008 – August 2011

Academy of Art University
 San Francisco, CA

B.S in Graphic Design
 April 2004 – Sep 2007

The Art Institutes International Minnesota
 Minneapolis, MN

SOFTWARE AND DESIGN SKILLS

Computer Skills
User Experience
Prototyping and Wireframes

Illustrator, Photoshop, Indesign, Dreamweaver, Flash, Microsoft Office
 User Research, Task Analysis, Wire-framing, Story boarding, Prototyping, User Interface
 Sketch, Principle, Invision, Axure