MS

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SUMMARY

Over 15 years of experience as a Visual, UX/UI designer.

I specialize in Web and Graphic Design.Proficient in Adobe Illustrator, Photoshop, In-design and have working knowledge of Dreamweaver, HTML5 and CSS3.

Currentlyworking as UXDesigner for Microsoft LCA, Matter Center Appunder the direction of the lead designer. My current rolerequires developing concepts, wireframes creating mockups and prototypes with high fidelity pixel perfect visual designs and assist in testing the UI.My past experiences includemy role as a UI designer for Microsoft Infopedia, RedmondandVisual Designer and Curator/Gallery coordinator at SansTache Art Gallery Mumbai.

Competent in understanding and communicating the content that elevates the design of a product. Detail oriented and meticulous. Aquick learner with an interest and aptitude to add new technological skills.Ateam builder with a creative spirit. Work well with others and independently. Would like to broaden these expertise at an environment that utilizes user experience and user interface design.

CERTIFICATE PROGRAMS

WEB DESIGN CERTIFICATE PROGRAM, Bellevue College, Washington. March 2013.

GRAPHIC DESIGN CERTIFICATE PROGRAM, Bellevue College, Washington, 2010 to 2012.

DIPLOMA IN COMPUTER ART, EDIT Systems Pvt. Ltd., (Mumbai, India), 1996 to 1998.

DIPLOMA IN INFORMATION SYSTEMS AND MANAGEMENT, Aptech Computer Education, (Mumbai, India), 1993 to 1996.

SKILLS&EXPERTISE

**PROFICIENT:** Adobe CS6 - Illustrator, Photoshop, In-Design, Corel Draw X5 and Microsoft Office.

**WORKING KNOWLEDGE:** Adobe Dreamweaver CS6, HTML5, CSS3, JQuery and JavaScript.

**KNOWLEDGE:** User Experience Design, SEO Web Accessibility.

**AREAS OF EXPERTISE:** UX/UI Design, Web Site design (un-coded), Social Media marketing, Visual Identity, Brand guidelines and Print media.

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EXPERIENCE

MICROSOFT - LCA Matter Center App. as UX/UI Designer, March 2014 to date (16months)

Working on the Matter Center for Office 365 app. to execute projects under the direction of the lead designer. Participate in and contribute to brainstorming sessions for enhancing the design and UI/UX functionality of the app. Creating wireframes, user experience flows, and detailed deliverables extensively using Adobe illustrator, Adobe Photoshop and Microsoft PowerPoint to effectively communicate the UX design requirements. Creating schedules and timelines for projects and meeting committed delivery dates. Making iterations and providing quick turnarounds after receiving feedback on the proposed design. Selecting graphics/icons/photography wherever required. Creating and refining Icons. Working with the development team to ensure implementation of the design.

MICROSOFT - SMSG Infopedia as UX/UI Designer,Sep toDec 2013 (4 months)

My role involved working closely with lead designer at Infopedia. Gained knowledge of user interface technique and best practices to achieve progressive quality in design. Creating comps for Infopedia pages from IA and inputs from the customer using Adobe Illustrator, Adobe Photoshop and Microsoft PowerPoint.Making iterations based on customer feedback. Selecting graphics/icons/photography wherever required.Creating and refining Icons. Website re-design for MOD Central’s page.

VOLUNTEER (Nonprofit), UX/UI DESIGN

2015: www.pattimontella.com:Re-design of website (un-coded), ongoing.

2014, 2015: Art of Living Foundation: Poster and print Material, various cities across USA.

2014: www.pattimontella.com: Concept and design (un-coded). Worked with the dev team to implement the design.

2013: ‘Uplift a child International’: Brochure design.

2013: IAHV: “Project Welcome Home Troops”, brochure and a donation card design.

2013: Art of Living: ‘Take a Breath campaign’, Austin, Dallas and Seattle. Creating the campaign brand and all print and marketing materials.

2012: Art of Living: ‘So What Project’ musical evening at the Bellevue Arts Museum. Designed the print and marketing materials and helped with the event coordination.

2011: Art of Living: ‘Seattle Yoga Rave’ fund raiser with Karsh Kale. Designed the print and marketing materials and helped with the event coordination.

FREELANCE UX/UI DESIGN

2015: Advanced Neural BiosciencesOregon, assisted in the logo design.

2015: Transcend Horizons, Logo and print material.

2014: Sapoche assisted in the logo design.

2014: Team Up Golf: Logo/ Web design (un-coded) for Team up Golf.

2013: ‘Namastii’ Namaste to a joyful living, Logo and stationery design.

2013: Monarch Paper Creation: Illustration and branding for Monarch Paper Studio and Monarch Paper Creation, Kirkland WA.

2013: Design and development of studiowhitedesign.com.

2013: ‘Smana Hotel Group’ for MAC Dhaka, Logo and stationery design.

2013: Logo and stationery design: ‘Chai Trails’ Bellevue Washington, ‘Le Mandarin’, Bellevue Washington, ‘Blue Ridge Bike Tours’ Bonne NC, ‘MAC’ AgencyDhaka, ‘3D Pops’ LA California, Bombay Beauty Salon, Bellevue and Fund for Child Education.

SANSTACHE ART GALLERY, Mumbai, India -Visual Designer and Curator, 1996 to 1999 and 2005 to 2009

As a visual designer my role was to createand coordinate all print and publishing materials(Invites, Posters and Show catalogues). Work closely with the printing press for detailed color correction and designing layouts of the show catalogues. Work with the developer for the UI/UX of the gallery website. Design and physically assist the team to display the art work for in gallery showings.

As Curator/Gallery Coordinator was responsible for understanding the current art culture and the changing market for modern and contemporary Indian art in Mumbai. I looked after Public Relation, (press and media) to promote the gallery events. Interacted with private and corporate art collectors and connoisseurs. Expanded the artist portfolio; worked with local, national and international Artists to showcase their work with the gallery. Selected art pieces for the gallery collection. Was responsible for curating ‘The Miniature Format Show ‘– the first of its kind in the country that created a niche market for small art work. Collaborated with architects and interior designers for sourcing art work for their projects.

STUDIO M&R, Mumbai, India (Founder and co-owner) - Visual and Product Designer, 2000 to 2005

As an entrepreneurial effort under Studio M&R, my role was to design and create hand-crafted home accessories. Used my visual designing skills to create the brand identity, logos, packaging, catalogues and presentations. Worked on design concepts prototyping the products working with merchandisers gathering responses and incorporating the feedback to suit the market.

Lead marketing efforts to increase brand awareness and represented the brand in various trade shows and exhibitions. Researched the market and competitive products to expand product portfolio and made available the product range through reputed home goods stores nationally.Was awarded second best product at the Society Collection Bangalore, India.