Avtar Singh

Sr. UI/UX Designer (Lead Designer)

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WORK EXPERIENCE

Sr. UI/UX Designer (Lead Designer) Cogneesol Pvt. Ltd.
APR 2015 - PRESENT

- Setting up the foundation for a design system, Storybook, and brand visuals to avoid future debts, handling DesignOps, and promoting good design practices.
- Designed the enterprise console for admins to manage employee accounts.
- Testing, designing & gamification of features to ensure users are motivated to achieve more every day.
- Designed brochures, visiting cards, Logos & Business Cards etc..
- Review other designers work.

Sr. Graphic Designer, iMark Infotech Pvt. Ltd.
APR 2013 - DEC 2014

- Designed landing pages for marketing using the design system on sketch app & Adobe Photoshop.
- Trained new designers on the best practices.
- Testing, designing & gamification of features to ensure users are motivated to achieve more every day.
- Designed brochures, visiting cards, Logos & Business Cards etc..
- Review other designers work.
- Social Media Posts and Banners Design.

Graphic Designer, Wazabe Technologies Pvt. Ltd.
MAR 2012 - FEB 2013

- Designed landing pages for marketing using the design system on sketch app & Adobe Photoshop.
- Create illustrations.
- Designed brochures, visiting cards, Logos, Business Card Design, CD Cover Design & Letterhead Design etc..
- Social Media Posts and Banners Design.

PORTFOLIO

- www.iconsmind.com
- www.cogneesol.com
- www.timerack.com
- www.londondarbar.com
- www.perfectlift.com.au
- www.trackmytennis.com
  Mobile apps and many more.....

TOOLS

Figma • Miro • FigJam • Adobe XD • Sketch App • Illustrator • Photoshop • After Effects • Principle • WebFlow

SKILLS SET

Design
Ideation • Userflows • Information Architecture • Design thinking • UI graphics • Wireframing • Interface design • Advanced Prototyping • Motion Design • Illustrations

Research
User interviews & surveys • Usability & Concept Testing • Task Analysis • A/B Testing • Diary study • Qualitative & quantitative analysis • Personas • Storyboarding

Programming
HTML • CSS • Javascript

EDUCATION

Enterprise Design Thinking Practitioner
OCT 2021 | by IBM

- Learn about **UX design** next level.
- Able to discuss and apply basic Enterprise Design Thinking concepts.

2D - 3D Animation, Arena Animation
2009 - 2011 | by Arena Animation

- Learn 2D and 3D Animation.
- Learn about colors, typography, graphics.
- Learn story boarding.

Autocad (Autodesk)
2009 | by Antech Technology Institute

- Learn 3D and Solid work.

Graduate, Punjabi University
2009 | by Punjabi University

- Bachelor of Arts (B.A.), Arts