

Smrita Jain

Email: Smrita@SmritaJain.com

Portfolio: SmritaJainDesign.com *(please email for a password)*

LinkedIn: LinkedIn.com/in/smritajain

Phone: 731-707-0809

Location: Brooklyn, New York, USA

Pronouns: She/Hers

US Green card holder, no sponsorship required.

What do I do:

Strategize Create Evolve Elevate

Down-to-earth and carry a 'roll-up my sleeves' attitude. I abide by four principles no matter what project I work on. Whether UX/UI for enterprise software or SaaS environment, mobile app, website, logo/brand design, a 360-degree advertising campaign, or environmental and way-finding graphics. I can maneuver around the principles of defining the **scope/strategy** of work, **creating** the visual design, and providing a dynamic visual solution that could **evolve** over time and then **elevate** the product to a finished level that meets the exact client's requirements and needs.

Experience

December 2020 - Current

Senior UX Designer *MRM/McCann Worldgroup*

- **Four Seasons Yacht:** At present, creating a digital platform booking app/website for the first Four Seasons Yacht's exceptional invitation-only experiences of best-in-class design, distribution, and deployment of inaugural voyages with the vessel being worth more than EUR 400 million of the Caribbean and Mediterranean routes launching in 2025. *This initiative is currently work in progress and estimation and evaluation will be assessed after the launch.* (Company type: Luxury Brand)
- **The Coca-Cola Company:** Created cohesive digital progressive web app (with \$37 billion in revenue) into a one-experience (Coke OneXP) brand hub that would bring together websites for various brands (over 500 sub-brands) and regions, including the main corporate website, brand-specific websites, and regional or country/language-specific websites to promote products and engage with consumers. *This initiative has increased the traffic to the corporate website by 19.3% since June 2023.* (Company type: Consumer)
- **USPS Delivers:** Evaluating the analytics, page views, bounce rates and finding loopholes and the big gaps in the UX strategy and design, I redesigned several initiatives of the USPS Delivers and created dynamic solutions that meets business needs. Key initiatives included, Surcharge Calculator, Marketing Impact Calculator, Direct Mail by Industries Digital Product. *These initiatives increased page views on an average by 26.4%.* (Company type: Government)
- **Circle, Inc:** Established a primary and secondary site structure for a unicorn company specializing in blockchain and cryptocurrency-related services valued at \$ 1 billion, considering the best-in-class usability and navigational structure and finding opportunities for better accessibility and created documentation to serve as a single source of truth along with micro-interactions and various UX functionalities. *The project increased page views and retention time by 5.4%. The focus rate for account sign-up and form submission increased by 22.1%. The SEO Performance score increased by almost 30% from April to September 2022.* (Company type: FinTech)
- **AstraZeneca:** Collaborated with a multi-disciplinary team of content strategists, technologists, and management consultants and devised a platform/tool, that allows physicians and patients with lung cancer (and their care givers) to share a decision-making process. *The initiative increased page views by 6.7%.* (Company type: BioPharma)

January 2023 - Current

Visiting Assistant Professor *Pratt Institute*

- **Teaching classroom of 12+ students:** A key Graduate Communications Department faculty member, teaching graded courses and imparting industry knowledge to upcoming students.

October 2021 – December 2023

UI/UX Mentor/Instructor *Springboard*

- **Mentored students on a 1:1 basis** and helped them with their 9-month journey to UI/UX design career. Taught all the phases: Design thinking, Conducting, Synthesizing user research, Ideating and Designing, UI, Heuristics and Interaction design, UI practice exercises, Sketching and wireframing, Style guides, Elements, Prototyping.

December 2020 - Current

UX Design Mentor *Designlab*

- **Weekly sessions** with international students mentoring UX Academy Course including UX Research & Strategy.

April 2020 – December 2020

Senior UI/UX Designer *Ernst & Young on site at Orion Innovation*

- **SaaS Product for EY accountants:** Designed and strategized a massive software encompassing smaller integrated modules (workspaces/apps) that help tax professionals make their tax work more accessible and smoother. This platform offers both EY Clients and gives them access as Directors reviewing the job and, keeping track of the ongoing projects and contributing to all UI/UX project deliverables, including strategy briefs, research reports, interviews, personas, experience mapping, concepts, site maps, and functional annotations. (Company type: SaaS)

December 2019 – April 2020

Senior Art Director *Saatchi & Saatchi Wellness Publicis Groupe*

- **Duopa:** Conceptualized and designed UX/UI 360 campaigns/digital experiences for Duopa. Since the rebrand design, the site traffic increased by **11.67%**. (Company type: Pharma)

July 2019 – December 2020

Senior Environmental & Brand Designer *Ted Moudis Associates*

- **In-house Designer:** Worked closely with interior designers and architects in the creation of environmental graphics, strategized signage and way-finding systems, designed brand experiences for RFP's, on-site visits for signage allocation and corporate photography for the in-house marketing department.

December 2009 – July 2019

Creative Director/Business Owner *The Aquario Group*

- **10 years of experience, selected client list:** Ironpaper, Magnesium Interactive, Nene Design, Peppercomm, MWW Group, Gemini Studio, Inc GHD Partners, Thackway McCord, Whitehouse & Company, Metro UN, JDRF International, Oxford University Press, Mini, Magnesium Interactive, EY, Nene Design, WebMD, Willbur-Ellis, Financial Accounting Foundation, Manchester Designer Outlets, Google, SPDR, ICG, TYCO, New York Public Library, Rockefeller Center CRC, NASCAR Hall of Fame.

January 2008 – December 2009

Graduate Assistant *Pratt Institute*

- **Assistant to Chairperson Associate Design Dept:** Administrative responsibilities including onboarding new students.

May 2005 – August 2007

Graphic Designer *Design Workshop*

- **Collaborated with various teams**, including content strategist and creative directors to design collaterals for ITC Hotels all over India, designed exhibition panels for art show in Museum for Supreme Court of India.

Education

- Enterprise Design Thinking, IBM 2021
- Professional Diploma in UX Design, UX Design Institute, Glasgow Caledonian University, GCU, Scotland, UK, 2021
- Master of Science in Communications Design, Pratt Institute, New York, 2010

Skills

Sketch, Invision, Figma, Abstract, Zeplin, Miro, Microsoft Word, PowerPoint, Keynote, Adobe Creative Suite, Jira, Wrick, Slack, Teams, Smartsheet, Asana, Google Analytics, Drive/Docs, Dropbox, Hootsuite, Facebook/Google Ads, Sharepoint

Process

Mind Mapping, Design Thinking, Strategy, Wire-framing, Prototyping, User Flows, Content Strategy and Development, Creative and Art Direction, Brand Asset Management, Video Storyboard, User Research, Analysis, Strategy, Journey Maps, Information Architecture

Awards

47th Creativity International, 2017
54th American Graphic Design, 2017
Summit International Creative, 2017
London International Creative, 2016
Summit International Creative, 2016
Design Firms, Graphic Design, 2016