Smrita Jain

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EXPERIENCE

Senior UX Designer | MRM//McCann Worldgroup   12/20 – Present
Client: Coca-Cola
— Led UX strategy and design and provided advice on shaping a complex platform for Coca-Cola's Global Consumer Experience App, Coke&Meals, giving an economic boost to Coke bottlers in Peru.

Client: DXC Technology
— Led short discovery strategy phases of work, developed business transformation vision and value roadmap, performed UX audit and analysis, high-level target solution designs, and designed target experiences for myDXC.com and DXC.com

Client: AstraZeneca
— Collaborated with a multi-disciplinary team of content strategists, technologists, and management consultants and devised a platform/tool AstraZeneca, that allows physicians and patients with lung cancer (and their carers) to share a decision-making process.

UI/UX Mentor/Instructor | Springboard   10/21 – Present
Mentoring students on a 1:1 basis and helping them with their 9-month journey to UI/UX design career. Teaching 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

UX Design Mentor/Instructor | Designlab   12/20 – Present
• Teaching courses: UX Research/Strategy, Design 101, UI Design, UX: Interaction Design and all classes under UX Academy course structure, Evaluate student progress according to the student's course goals—assist with weekly lesson planning/time management
• Help students from around the world with any topics they're currently struggling with, Provide guidance on professional development, Ensure that the quality of the deliverables is as high as it can be based on the student goals.

Senior UI/UX Designer | EY on-site (Orion Business Innovation, NY)   04/20 – 12/20
• Working closely with stakeholders and partners at EY and attending requirements gathering sessions for various apps/products
• Adjoining working sessions and devising various possible UX solutions and identifying structural issues and user experience issues
• Evaluating current apps and recommending improvements
• Developing low to high fidelity wireframes layouts/mocks for development team to follow
• Designing graphic interface comp, like menus, tabs, and widgets and building a component library
• Creating user-centered experiences and interface designs for websites, apps and software modules emphasizing in B2B and B2C
• Contributing to all creative aspects of the project, including material design, maintaining brand and visual standards within the entire software platform
• Designing process from creating user flows and wireframes to building user interface mockups and prototypes
• Contributing to all UI/UX project deliverables, including strategy briefs, research reports, interviews, personas, experience mapping, concepts, site maps, and functional annotations

Senior Art Director | Saatchi & Saatchi Wellness, NY   12/19 – 04/20
• Conceptualized and designed UX/UI based 360 campaigns/experiences
• Advising strategically sound solutions for health and wellness companies
• Brand marketing collaterals, websites, landing pages, digital ads, and environmental graphics (HCP+Patients)
• Worked in collaboration with copywriters, and technical/dev op team

Senior Environmental & Brand Designer | Ted Moudis Associates, NY   07/19 – 12/20
• Worked closely with interior designers and architects in the creation of environmental graphics
• Created, conceptualized and strategized signage and way-finding systems
• Designed brand experiences for RFP's
• Corporate photography for the in-house marketing department
• On-site visits for signage allocation

Creative Director/Design Consultant | The Aquario Group, NY   12/09 – 07/19
For nearly 10+ years, I worked as a design consultant, in-house director on-site as well as working independently for many PR agencies, design studios, advertising agencies, and non-profit organizations.

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

Graduate Assistant | Pratt Institute, NY   01/08 – 12/09
Graphic Designer | Design Workshop, Delhi, India   05/05 – 08/07

VOLUNTEER

Creative Director | Sickle Cell International Foundation, NY (volunteer)   09/20 – Present

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Down-to-earth and carry 'roll-up my sleeves' attitude. I abide by four principles no matter what kind of project I am working on. Whether it is UX/UI for enterprise software or SaaS environment, mobile app, website, or logo/brand design, or a 360-degree advertising campaign or environmental and way-finding graphics. I am able to maneuver around the principles of **defining** the scope/strategy of work, **creating** the visual design, provide 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.

SKILLS

Design:
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, AfterEffects, XD, Lightroom)
Sketch, Invision, Figma, Abstract, Zeplin, Miro, Microsoft Word, PowerPoint, Keynote

Management:
Wrick, Slack, Teams, Smartsheet, Asana
Google Analytics, Drive/Docs, Dropbox
Hootsuite, Facebook/Google Ads, Sharepoint

Process:
Creative and Art Direction, Brand Asset Management, Video Storyboard, User Research, Analysis, Strategy, Journey Maps, Information Architecture, Wire-framing, Prototyping, Userflows, Content Strategy and Development

Development:
Shopify, Wordpress, Shopify, Magento, Mailchimp, Constant Contact, HTML + CSS

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

EDUCATION

Enterprise Design Thinking, IBM 2021

Professional Diploma in UX Design, UX Design Institute, Glasgow Caledonian University, GCU, Scotland, UK, 2021

UI Designer Certificate, Interaction Design Foundation, 2020

UX Designer Certificate, Interaction Design Foundation, 2020

Master of Science in Communications Design, Pratt Institute, New York, 2009