DEEPALI VINAY

www.deepalivinay.com

Sr Product UX Designer

LinkedIn - www.linkedin.com/in/deepalivinay

E-mail - deepali2410@gmail.com

Contact - +1 408 917 8379

Address - San Francisco, Bay Area, CA

SKILLS

Design Tools
Sketch App
Zeplin
InVision
Balsamiq Mockups
Adobe Illustrator
Adobe Photoshop
Keynote
Axure

Core Competencies
User Experience Design
Interaction Design
Product Design
Responsive Design
Mobile App Design
Rapid Prototyping
Wireframing
Information Architecture
User Research
Visual Design
HTML5, CSS3

INTERESTS
Design System/Patterns
Machine Learning/Analytics/Chat bots
Mobile/ Wearable App Design/IOT
Entrepreneurship
Painting/Sketching, Photography

PERSONAL STATEMENT

As a product designer, I have had the opportunity to influence and build improved user experiences for complex enterprise applications. I am pursuing my interest in design so that the engineer and the artist in me, can both help build beautiful, interactive and intuitive end user applications.

EDUCATION

University Of California, Santa Cruz
Santa Clara, CA | March - December 2014

Web and Interactive Media Design

Vellore Institute Of Technology, University
Vellore, India | August 2004 - May 2008

B.Tech, Computer Science | GPA : **3.99 / 4** | Merit Scholarship '06 '07 '08

EMPLOYMENT

Apttus   Sr UX Designer
San Mateo, CA | August 2017 - Present

Focusing on designing next gen products and mobile experiences. Also, defining core design patterns by working collaboratively with designers, engineering and product team.

Apttus   UX Designer
San Mateo, CA | Jan 2015 - July 2017

Work on designing compelling and intuitive designs for the Quote to Cash products of Apttus. Partner across product management and engineering to help execute flawlessly.

Sustainable Silicon Valley   UI/UX Design Intern
Santa Clara, CA | July 2014 - October 2014

Designed EcoCloud roadmap on SSV Product. Also, worked on the EcoCloud assessment tool for measuring sustainability of different organizations.

Australia New Zealand Bank   Sr Developer
Bangalore, India | August 2011 – December 2012

Worked on Cache and Orion product of ANZ Bank's Institutional domain.

Cognizant Technology Solution   Developer
Bangalore, India | November 2008 – July 2011

Worked on wide range of challenging development projects in banking domain (with BNYM and ADP).

FREELANCE PROJECT

V-Design Space   Design and Development
July 2014 - October 2014

Designed and developed a responsive website for V-Design space (Interior Design Company) using Bootstrap framework, HTLM5 and CSS3.

CERTIFICATIONS

Design Research Techniques | Cooper | July 2017

Human-Computer Interaction | Coursera | January 2014

Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship | Coursera | April 2014