

# HELLO



I'M

# DOLLY KAPADIA

AN EXPERIENCED UX **IDEA TO LIFE** CONVERTER

## PRODUCT, GROWTH, DATA & DESIGN



### OBJECTIVE

Consecutively make achievements in Branding, Digital UI/UX, Digital Marketing, eCommerce Corporate F&b, Retail, Sales through continuous learning and practical experience, also eager to build a strong foundation for dedicated work and an authentic attitude.

### ROLES OF EXPERIENCE AS :

- LEAD UX Designer
- eCOMMERCE UX MANAGER
- UX DIGITAL MARKETING
- UX /UI/IU Reasercher
- UX DIGITAL ECO SYSTEMS
- Interaction User Manager
- UX DIGITAL JOURNEY

### CORE COMPETENCY :

- Branding /Product Design
- Rapid Prototyping
- Design Wireframes / Pototypes
- Graphics Designing
- UI Testing / Usability Test
- Cross Browser testing
- Advance UX Design
- Visual Design
- Interaction Design
- Developing Personas
- Adobe Creative Suite Applications
- Design Thinking Strategy
- Ecommerce/Digital Marketing
- Website analytics tools
- Measuring Progress/Reports
- Project/Property Mangaement
- Product, Growth, Quality Mapping
- Brand cross channel Initiatives
- Performance Planning

### EXECUTIVE SUMMARY - 11 + YEARS 2009 - PRESENT

- **A creative individual with 11 years of experience in the area of UX Design, Digital Media, Marketing, Ecommerce, Product Development, Ad & Branding, Food & Beverage Corporate, Team Management, Agile environments, Leadership roles local/ global agency, consultancy.**
- **Domain expertise in following industries: Health Care, FMCG, Automotive, Mobile Retail, Herbal & Ayurveda Supplements, Food & Beverage, Logistics, Non Profit Organizations, Medical Supplies, DNA Markets, Hospitality, Salons & Spa, Wellness & Cosmetic, Travel, Sports, Education & Economic Development Projects etc.**
- **10 years of expertise in building Prototypes, Mock-ups, Wire frames, Site Maps, User Guides, and Project/Application Flow diagrams using Adobe Photoshop, Adobe InDesign, Sketch through thorough understanding of Business Requirements in liaison with the client stakeholders.**
- **Lead projects, through primary role is to find the solution for a multiple-role application (Web portal and APP) through the research. Also, extensive User research including the Quantitative and Qualitative analysis, Controlled and Contextual User study, A/B testing, Usability testing has been conducted. And outputs as documentation, Personas, Case Studies, user flows, and affinity diagrams etc. Design sprints to quickly define wire frames, navigational structures, IA, Sitemaps. Workshops and interviews are the primary ways to define the scope and direction of the design. Conducted stakeholder's and user's interviews thus generating the research analysis, personas & scenarios, paper prototypes, journey maps, IA and mockups. As part of the design consulting (LOCAL/ INTERNATIONAL, successfully proposed creative design solutions (using research done, Data Analytics, User Surveys, Heuristic analysis and loafed). Defined /developed Information Architecture/ created interactive wire frames & also carried User Validation and tightly engaged the design into the development of the new products.**
- **Handled POC's (Proof of Concept) and RFP's (Request for Proposals) towards showcasing capabilities. Tailored every project with unique concepts till the fruition with sound human interaction, UX, UI, research, and service design methods.**
- **Sound knowledge in creative direction, Design in Print (catalog, boards, packaging, labels) Graphics, Branding, Digital Marketing & Creative ads offline and online media.**
- **Sound knowledge in online marketing, selling trends in the Ecommerce, Digital ecosystems, Content Management Systems, Seo, Smo, Content Marketing, Inventory management. Possess good knowledge in communication with buyers and vendors.**
- **Worked with Implementation partners on projects with brands : University of Dubai - UAE, Rajendras - Fiji, Bawaa Health Care - India, China to name few on UX/ UI/ PRODUCT PACKAGING & UX WRITING.**
- **Recognized for professionalism, positive mental attitude, commitment to excellence, and demonstrated ability to communicate and interact effectively with senior management, associates, and customers.**

## IT PURVIEW

- Proficient in MS-Word, Excel with formulations and Algorithms.
- Adobe Master Suite,
- Data Research & Data analytics, Highly familiar with Human Centered Design (HCD) approaches such as T.O.P (Technology- Organization-People) interactions, AUTOS pyramid, human in the loop simulations, scenario-based design, story boarding, brainstorming.
- **UX methodology : Usability Testing, Persona & Scenario, Life Critical Systems, Cognitive Engineering, Modeling and Simulation, Heuristic Evaluation, Interface Prototyping, Survey, Cognitive Walkthrough, System Evaluation, Concept Testing, Card Sorting, A/B Testing (Split Testing), Ethnographical Surveys, QOC (Question Option Criteria), Iterative Design, Focus Groups, Rapid Prototype development, Product development, Qualitative Interviews, Usability-Lab Studies Simulations/Prototypes: Illustrator /Photoshop InDesign, Expression Design, Expression Blend, Sketch up 3D,Google Earth, Adobe Creative Cloud, Adobe XD (Interactive**

## TECHNICAL SKILLS:

Adobe : Adobe XD, Adobe Photoshop, Adobe Illustrator

Design Tools : Figma, Sketch

Web Technologies : HTML5, CSS3, Dreamweaver,

CSS Framework : Bootstrap

Version Controller : VSS, TFS, SVN

Text Editors:: Notepad ++, Sublime Text, Visual Studio Code.

Methodology: Waterfall, Agile Scrum

Tools: JIRA, Rally, seo tools, Google ads manager, Google analytics, Email tools

## Present PROFESSIONAL EXPERIENCE 2019 Dec- 2020

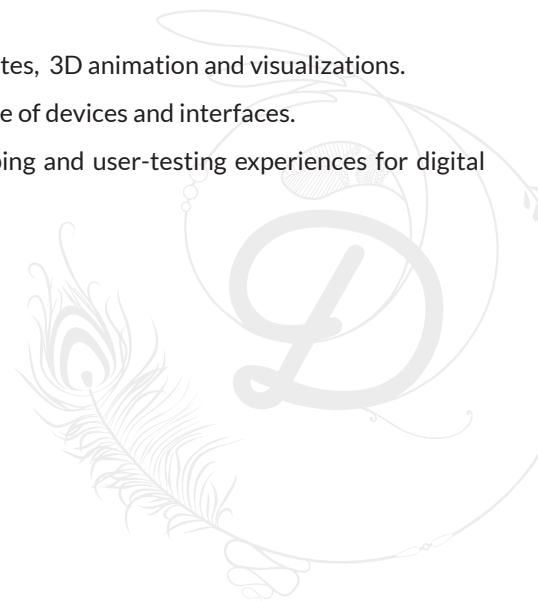
### UX Lead Designer - Walmart , Bentoville AR

Developing to convert the approved prototype into device friendly HTML, CSS, and JavaScript code by tailoring the images, icons, and other brand elements to be optimized for web/ mobile to hand-off to the backend developers.

- UX /Interaction Designer designing interactive prototypes on Azure RP. Adobe XD and InVision (assisted by Adobe Photoshop) for Vision Care portals which will allow users to access their eligibility information, avail benefits, submit claims, and also track orders.
- Perform User Acceptance Testing (UAT) for the developed applications (web and email) on various mobile devices and screen sizes.
- Create content write-up wire frames and mockups after liaising with Marketing Team, Copy writers, and legal team using Adobe InDesign and Adobe Photoshop.
- Responsible for working on mockups and prototypes that clearly illustrate and understand how web portals and emails function.
- Perform client ADA Compliance run and brand analysis to adhere to the brand guidelines abiding standards on fonts, colors and imagery.
- Perform client brand analysis to adhere to the brand guidelines abiding standards on fonts, colors and imagery in liaison with the Marketing team.
- Conduct UAT Findings and Analysis in liaison with Quality Analysts to ensure the applications are adhering to the business, functional, and technical requirements.
- Communicate and collaborate with client stakeholders and developers to analyze user needs and develop software solutions.
- Experience in building resource utilization charts, bandwidth monitoring, project status, and performance reports using JIRA (Scrum Boards, Cumulative Flow Chart, Burn down Charts, Sprint Reports) and Excel.
- Work on UI mockups and prototypes that clearly illustrate and understand how emails function.
- Perform activities for post-production software performance analysis by monitoring logs and analyzing the thresholds for given periods of time for email campaigns.
- Lead the weekly UX/UI Design status calls with relevant teams to track the status of tasks, provide client feedback, and gather updates/ challenges.
- Create content write-up wire frames and mockups after liaising with Marketing Team, Copy writers, and legal team using Azure RP and Adobe Photoshop.
- As a UX Design point of contact, design and develop brand specific interactive prototypes using Sketch, and Adobe XD.
- Responsible for working on mockups and prototypes that clearly illustrate and understand how emails and web channels function.
- Adjust existing layouts on Azure RP where content adjusts for Responsive Email templates adhering to HTML 5 and CSS 3 standards.
- Work with Back-end Developers and Quality Analysts to ensure the Front-end Email requirements are met in production.
- Worked on Journey Builder creating customer journeys, recording their interactions and guiding them to the next stage of the campaign process
- Code and build E-Mail Templates by embedding AMP Scripts within HTML and CSS – on SFMC & Handlebar JS on SONAR.
- Conduct A/B testing on emails to ensure software is performing correctly.
- Perform client brand analysis to adhere to the brand guidelines abiding standards on fonts, colors and imagery.
- Communicate and collaborate with Email Marketing client stakeholders and developers to analyze user needs and develop software solutions.
- Analyze and evaluate coding efforts by sizing Email Campaigns based on their complexity to ensure proper commitment is provided to the end client with respect to SDLC lifecycle.

## UX Designer - Macys , Atlanta GA

- As a UX Designer was responsible for designing prototypes/Wireframes using Sketch, InVision, Adobe XD and then involving in development the designed screen using front-end technologies like HTML5, CSS3 and Angular7,8 and 9, Bootstrap, materialized CSS.
- Manage and conduct user research, concept development interviews.
- Work closely with marketing and product management teams to identify research topics.
- Participate in recruitment activities for user research.
- Perform user research product surveys, persona and implementing IA(Information Architecture)user work flow.
- Used Adobe XD for co editing, prototyping, designed component states, repeat grids and responsive resizing.
- Designed Security Dashboard data visualization maps screens to get user data best visuals over the application.
- Utilized design thinking and came up with end-to-end workflows that describe the user journey.
- Generate wireframes, interactive prototypes (Invasion), lo-fidelity and hi-fidelity visual UI design mockups (Sketch).
- Building high-fidelity wireframes in Sketch and designing re-usable components which are globally accessed by other designers in the team.
- Building UX Team in the organization & present staging for project Managers and solution architects on UX capabilities & cost effectiveness in implementing Usability process.
- Developed clickable UI prototypes and interaction design models for high-fidelity wireframes using Adobe XD and InVision Studio.
- Redesigned the web page layouts to make them responsive and cross-browser compatible using CSS Bootstrap
- Responsible for Writing code for WCAG coding practices.
- Involved in conducting SCRUM meetings and sprint reviews within the team.
- Expertise in creating Lucidcharts solution for visual communication, online flowcharts, diagrams, UML sketches, and more.
- Created an Information Architecture which explain the workflow.
- Served as the primary Designer/technical expert on Front-end development, Designing and coding standards.
- Providing user interface design for Web-based projects, including dashboards, widgets, and products.
- Experience in building UX to accommodate multi OS mobile, tablet, and desktop devices.
- Design, Develop, and edit corporate websites using EE, and WordPress as the central hub for customers to quickly find and connect with relevant content. Improve user experience iteratively to evoke emotion and build trust to inspire interaction through communications channels such as contact forms, lead forms, and social media.
- Lead in developing digital growth strategy based on market vertical data to leverage organic search and paid digital advertising targeting commercial and defense markets with rich content such as social & blog posts, videos, motion graphics, and gated landing pages for downloading customized content such as white papers.
- Drive website traffic by adding backlinks and analyze and provide analytics reports on current social media trends, advertising and email campaign data, webinars, and white papers to further develop web advertising content to drive PPC ad campaigns leveraging Adwords, LinkedIn, and Facebook advertising.
- Design, develop and version control digital brand marketing, corporate intranet websites, 3D animation and visualizations.
- Design and deliver user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.
- Facilitate the client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products
- Responsible for conceiving and conducting user research, interviews, and surveys



### Creative Director / UX Principal - Poogle Media, USA, India, UAE

- Creative, UX Art Direction, Principal Design with tailor made strategy for National and International Client. Building Portfolio.
- Exposure & Experience in building and developing Products
- Brand Development & Brainstorming. Client Account Communications
- Built website, apps and digital media for startups to corporates in commerce, Textile, Automation, Ai, Appliances, hospitality & Food industry with UI/UX RESEARCH, TOOLS AND USED BEST PRACTICES
- 11+ years of experience in UX/UI Design, Graphic Design, Web Design, Interactive Design, Branding, and Digital Marketing.
- Proficient at problem-solving and critical-thinking design challenges through UX the best practices and methodologies with a highly pragmatic perspective using iterative design techniques, including persona creation, journey mapping, design studios, customer interviews, usability testing and MVP validation.
- Experience in Design Thinking Process, Empathize, IDATE, Prototype, Test implementation.
- Experience in UX research, user interview, Storyboards, Customer journey, Develop personas, Information architecture, Card Sorting, Heuristic analysis, learning Plan, Bench marking,
- Ability producing design artifacts, user flow diagrams, assumption scenarios, impeccable wire frames, low fidelity prototypes, high fidelity prototypes, interactive prototypes, in terms of evaluation, usability testing, usability report, A/B Testing, analytics report and validate assumptions.
- Effectively communicating research findings, conceptual ideas, and detailed design rational, verbally and visually.
- Experience working and using a design system for defining components that can be reused in different combinations.
- Lead presentations to the internal team and stakeholders on the latest design work and achievements, both in-person and via conference call.
- Experience in visual design and thorough understanding of typography, layout, color, and interaction design, knowledge of visual hierarchy, creating and simplifying visual cues, using color and contrast appropriately besides, gestalt principles.
- Extensive experience coding in responsive web design through bootstrap & foundation framework, HTML5, Css3, JavaScript, I have worked coding HTML, JQuery libraries for web developments, CMS platforms as WordPress, Moodle, SharePoint, Shopify, experience coding with Sublime, Visual Studio, Code.

#### Technical Skills:

UX/UI Tools                      InVision, Zeplin, Adobe XD, Balsamic, Keynote, Sketch, Plant, Craft,

Graphic Design                Adobe Suite (Photoshop, Illustrator, Fireworks, InDesign), Affinity Designer,

Frontend languages and tools    HTML5, CSS3, JS, JQuery, Bootstrap Studio, Bootstrap, Brackets, Sublime.

Tracking tools                 Jira, Trello, Slack, Google Drive, Git, Atlassian, Asana, Azure

Methodologies                Lean UX, Agile, Scrum, Waterfall, Design-Thinking, Design-Sprints, Rapid-Prototyping

- GLOBAL Project Leadership & Management- Project Delivery, Budgeting, Presentations, Proposals, Pitches etc
- University Of Dubai (Handled branding, brand positioning, content, website strategy, Course Graphic design, Newsletter design & strategy, email marketing) Retail Store — Rajendras, Fiji & New Zealand — Project coordinator, Design and content strategist, store positions, branding, local and international marketing Decathlon, san Francisco, handled internal employee communications, talent acquisition. • 5th avenue cookies, a division of Mezzan holding, Kuwait. Worked on the product line, packaging, positioning and marketing via local channels, social media.
- Motion Graphics —. Graphic Design — Turn heads with bold display ads and hero images. Content Creation focused messaging in all mediums. Sound Design heard with polished audio engineering. Web Design — Drove traffic with an eye-catching website.
- DIGITAL Marketing, Automotive Digital Marketing SEO — Dominated the competition with higher organic search results. SEM — Attracted customers with perfectly placed dynamic ads. Eblasts — Reached target audience with creative designed for conquest. Geo-Fencing — Target potential buyers with geographic precision. UX — Improved User Experience with stronger CTAs and a faster website. Data Analysis reporting.
- Traditional Media, Modern Strategy Rate Negotiation — Spended less and got more with maximum media brand value. Media Placement — Broadcasted message strategically for big impact. Television — Created memorable and hard-hitting commercials for market. Radio — Reached a captive audience. Streaming Media — Stayed on the cutting edge with popular streaming services. Researched who is a audience is, what they're watching, and how to reach them.



## EDUCATION

- Bsc. Visual Communication
- Hubspot Courses & Always learning through blogs, articles, trends, videos

## PERSONAL TRAITS

- Always willing to learn, growth and goal oriented, enjoy responsibilities.
- Combine patience, determination and persistence to trouble shoot client issues.
- Proven responsibility in handling the buyer/brand individually and with team.
- Self motivator, dynamic, result oriented problem solver.
- Easily understand and solve technical problems.
- Judgement and decision- making abilities.
- Multi tasking and enjoy working as a Team Player as well as independently.
- Works efficiently under pressure.
- Commended for reliability and trustworthiness.

## PERSONAL DOSSIER

Date of Birth : 05th Jan 1985

Languages : English, Hindi, Tamil, Gujarati, Sanskrit, Maravadi, Learning French, Spanish now.

## CONTACT

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- ✉ idolyness@gmail.com
- 🌐 idolyness.com  
pooglemedia.com

Social Reputation Management – Gained consumer trust with review management and response. Performance Analysis – Determine what your customers respond to most. Customer Engagement – Created a personal connection with your customers. Paid Social – Generate leads with targeted ads. Organic Social – Grown customer engagement, awareness, and loyalty. Social Training.

- Ran workshops, campaigns for Poogle and other Brands. Curated PR Strategies.
- Project management, Delivery of projects across National, International. Coordinated with stakeholders and managed key accounts, build and led cross functional teams. Made sure each project scope is met creatively with regulations and compliance. Built product/service relations.
- Hr & Payroll Operations

## FEW Creative UX/UI FOLIOS

[www.wildtiger.in](http://www.wildtiger.in)  
[www.kovaicaterers.com](http://www.kovaicaterers.com)  
[www.tamil894fm.com](http://www.tamil894fm.com)  
[www.winmeen.in](http://www.winmeen.in)  
[www.sabafoundation.in](http://www.sabafoundation.in)  
[www.bawahealthcare.com](http://www.bawahealthcare.com)  
[www.swastikacorp.com](http://www.swastikacorp.com)  
[www.bvk.bharathischools.org](http://www.bvk.bharathischools.org)  
[www.rotaryikons.com](http://www.rotaryikons.com)  
[www.yaazhxnomics.com](http://www.yaazhxnomics.com)  
[www.abhirowater.com](http://www.abhirowater.com)  
[www.curryboxme.com](http://www.curryboxme.com) (E-commerce)  
[www.daintys.in](http://www.daintys.in) (E-commerce)  
[www.grocerysumo.com](http://www.grocerysumo.com) (E-commerce)  
[www.biobeestore.com](http://www.biobeestore.com) (E-commerce)  
[www.cleanseandcare.com.au](http://www.cleanseandcare.com.au) (E-commerce)  
<http://www.jsstn.com/>

## Contract EXPERIENCE - 2008 to 2009

### Hr Payroll Associate for north American Process - Jp Morgan India

- Inbound calls and cases resolutions
- Reporting through sap
- Building teams & Training process knowledge for new hires
- Team building and talent acquisitions

## AWARDS

- Stephen Hawking award for best employee by Jp morgan
- Won Best Branding Logo by UN. Director Research Policy
- Emerging Creative Entrepreneur by Rotary AAKRUTHI
- Best creative website & ad campaign by Design Leads, India
- Speaker at Tedx Coimbatore on Creativity, UI/UX Insights
- Authored articles, coffee table book for CWA

# THANK YOU

For reviewing my application & for your valuable time. I look forward to work with best efforts & interest for same.