Anil Sutar
Senior UI UX Designer

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I'm **Certified Usability Analyst** (HFI, Mumbai) with over 16 years of experience in designing for web, desktop and mobile applications and specialized in the areas of **UX design, Visual design** and **Interaction design.** With a problem-solving mindset, I create designs that are aesthetically pleasing, technically refined and easy to use, helping clients to craft digital experiences, that empower users and boost business growth.

EXPERIENCE

eQ Technologic, Pune — *Sr. UI UX Designer*
Mar 2015 - Present

I am responsible for designing high-quality user interfaces and visual designs – from concept to launch.

- Creating **user flows, concept, wireframing, interactive prototypes**, organizing content, icons, style guides, evaluating branding.
- I focus on usability and user feedback and made the products more usable. Ensure consistent UI across all eQ's digital products.
- I am involved in all phases of the eQ projects, from mapping out the problem to delivering final designs and Collaborating closely with product managers, developers, researchers & the marketing team.

A2O Mobile Software India, Pune — *UI/UE Engineer*
July 2012 – Feb 2015

A2O Mobile is a US start-up company with a vision to deliver innovative, consumer-centric software applications for sales people.

- I focused on designing an app called **Dealwall.** This process required designing of **user flows,** conducting usability testing, low/high fidelity wireframes, interactive prototypes

Spring Computing, Pune — *UI/UX Lead*
Feb 2012 – July 2012

In my tenure here, I have worked on various mobile applications.
My Main tasks were to understand the business and user requirements and develop user flows, interaction models, user interface design, graphic designs, page layouts, color palettes and design patterns, wireframes, prototypes, polished visual designs, site maps and navigation schemas for web and mobile platforms like Android, iPhone, iPad, windows phone, blackberry etc.

Persistent Systems Ltd, Pune — *Team Lead (UI UX)*
May 2008 – Dec 2011

I designed User Interfaces (web, desktop & mobile) for different domains like community, social, Information, corporate, e-commerce applications etc.

- Responsible for visual aesthetics, iconography, screen elements & specifications, specifying navigation schemes & labelling.
- Development of UI templates in html/css and Integration support during development process.
- Design of newsletters, brochures, flyers

EDUCATION

B.E. Mechanical Engineering
VIT, UNIVERSITY OF PUNE
2000

CUA Certified Usability Analyst
HUMAN FACTORS INTERNATIONAL, MUMBAI
2011

DACA Diploma in Advanced Computer Arts
NATIONAL MULTIMEDIA RESOURCE CENTER, PUNE
2002

SKILLS

Methods and Deliverables

- User Flow
- Prototyping
- Wireframing
- Usability Testing
- User Interviews
- Visual Design
- Interaction Design
- User Research
- Animation
- Concept Sketches

TOOLS

- Adobe XD
- Axure
- Sketch
- Balsamic
- Figma
- HTML/CSS
- Photoshop
- Illustrator
- Coreldraw
- Flash
- 3D Studio max
- After Effects

SOFT SKILLS

• Problem Solving • Design Thinking • Analytical • Mediator • Self-management • Conflict management • Decision-making • Strong Communication • Bold, Charismatic, and Optimistic • Strong opinions held loosely • Collaboration • Team Player • Creative • Fast learner

- Participate in UX activities to understand business/user requirements and create wireframes, concept sketches and estimate the project proposals etc.
- Provided Interaction solutions at different stages of designing in selecting appropriate UI controls, error handling, and designing accessible software products.
- Handled a team of subordinate UI designers, assigned the tasks within team members and review

Tech Mahindra Ltd, Pune — Sr. Graphic Designer

Sep 2006 – May 2008

Worked with iPV (Interactive Process Visualization) team of Business Process management (BPM), a Tech Mahindra's business unit.

- Responsible for end-to-end implementation of interactive presentations of the flow diagrams using visual design principles. The clients included British Telecom, Vodafone, Openreach and Orange etc.
- Create a design process to develop an interactive demo starting from requirements gathering, develop functional prototypes, develop visual style guidelines according to the brand, design the layouts, screen elements, different graphics (icon, data & content, navigation & control, layout graphics), decide on font styles & treatments, color combinations.
- Design of company and client newsletters, brochures, advertisements, flyers, business cards, branding strategy etc.

ATMT India, Pune — Sr. Web/Graphic Designer

May 2006 – Sep 2006

ATMT India is a website design and development unit of ATMT group which is situated in UK. ATMT has a variety of hardware products like MP3 players, external storage device, digital video camera etc.

- My area of work included design & development of web site templates, visual identities for web applications. Logo designing, flash presentation.
- Produced highly effective graphic designs for advertising of ATMT products in newspapers and magazines including logos, brochures, catalogs, business cards, letterheads etc for printing and web purpose.

Touchplate Technologies India, Pune — Web/Graphic Designer

Feb 2005 – Feb 2006

Touchplate.inc is a manufacturing company, which develops lighting control devices for residential and commercial markets.

- Designed flash interactive presentations (Demonstrations) which worked as an interactive instructional guide for novice users of touchplate products.
- Create a design process which included visual style guidelines, typography, animation sequences, storyboarding.
- Responsible for graphic support to the product development team for 3D rendering of touchplate products, icon design, animations, page layout design, interface design for LCDs.

Freelance Graphic Designer — Web/Graphic Designer

May 2003 – Dec 2004

- Worked for Cummins India Ltd in the Development of corporate e-learning flash multimedia presentations using flash and 3D Max mainly for trainee mechanical engineers.
- Design of e-cards for gabrielgreetings.com
- 3D Architectural buildings views for Architects using 3D max (Renderings)

Netcradle India Ltd, Ludhiana — Web/Graphic Designer

June 2002 – Feb 2003

Netcradle is a gaming company which designs and develops flash online eLearning games UK students aged between 4 to 10.

- Designed and developed flash online games, cartoon animations for children, Research and Development in Games concepts & Design.
- My primary focus besides designing was to involve with team members in storyboarding, conceptualizing and visualizing for flash games.