

KALYANI AGGARWAL

UX Designer with over 4+ years of hands-on experience in user research, wireframing, prototyping, and usability testing. A self-motivated individual, passionate for designing & concept development for digital solutions. Collaborative team player with expertise in Agile environments, and experience mentoring designers to promote a user-centered design culture. A detail-oriented design professional with an overall 10+ years of experience in multiple industries in various geographies.

Digital Product Designer

 kalyani.015@gmail.com

 647-835-5466

Professional Skills

- Wireframes & mock-ups (Hi & Lo fidelity)
- Responsive Design Prototyping
- Sitemaps and User mental models, Empathy Mapping
- Accessibility audit & Heuristic Analysis
- User Research & Usability Testing
- Aesthetic design and Information Architecture
- Typography & Style guide
- Branding Design, Visual Design
- HTML essential training

Design Tools:

Figma, AdobeXD, Sketch, Adobe creative Suite

Collaboration Tools:

Miro, Slack, Github, Google docs, Jira, Notion

Currently learning:

Accessibility: How to Design for All (IDF), Procreate (iPad), CSS

Soft Skills

- Excellent oral & written communication skills
- Collaborate with multiple cross-functional teams as well as work independently
- Understanding of Scrum/Agile development process
- Strong Interpersonal Skills & a team player
- Proactive learner
- Attention to detail
- Bilingual - English and Hindi

Educational Training

User Experience Design

Juno College (Hacker You)
Toronto, Canada

Editorial Styling Advanced Diploma

London College of Style
London, UK

Creative Fashion Styling

National Institute of Fashion Technology
Mumbai, India

Print & Publishing (Graphic Design)

Arena Animation
Delhi, India

Bachelor's Degree in Fashion Design

Pearl Academy of Fashion
Delhi, India

Work Experience

Lead UX UI Designer

TravelBrands/redtag.ca | Toronto, Canada

2021 to present

- Define and implement UX/UI strategies aligned with business objectives and user needs.
- Create wireframes, prototypes, and high-fidelity designs that adhere to brand guidelines and UX/UI best practices.
- Collaborate closely with product managers, developers, and stakeholders throughout the design process to ensure design feasibility and adherence to project timelines.
- Restructured the Brand Guidelines for the company as per latest norms
- Ensure consistency in design standards and maintain UX best practices across projects
- Present design concepts and rationale to internal teams and clients, advocating for user-centered design principles.
- Present design concepts and rationale to executive leadership and stakeholders, advocating for user-centered design principles.
- Lead and mentor a team of UX/UI designers, fostering a collaborative and innovative design culture.
- Conduct user research, usability testing, and iterate designs based on user feedback.

Graphic Design | UI Designer

Freelance | Canada

2019 to 2021

- Executed creative briefs (photos, logos, icons, infographics), ensuring timely delivery and while maintaining high creative standard as per business needs
- Researched, created and presented digital ideas for marketing and communication campaign for businesses
- Developed and maintained relationships with vendors to execute projects according to specification and defend design integrity

Production Coordinator

Flame Visuals | London, UK

2018 to 2019

- Production management for multiple film projects in locations across London
- Hired the UK crew with the UK line producer
- Contract management for the crew members and vendors and Budget management for the production

Editorial Stylist

Freelance | London, UK

2016 to 2018

- Published multiple shoots in fashion magazines e.g. A2Z magazine, Streets Magazine
- Created visual concepts; executed photo shoots as per latest trends
- Good relationship development with various Fashion Public Relation (PR)

Costume Designer/ Fashion Stylist

Freelance, India

2012 to 2016

- Completed 5+ feature films & tv series, 15+ tv commercials Designed and Supervised the development of costumes used throughout the project Collaborated with other team leaders and supervised a team of 6-20 members
- Owned and operated custom clothing boutique & styling consultancy