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Summary:

- Results-driven, talented UX/UI designer with more than 12 years of experience in designing for higher education institutions including websites/mobile interfaces with the ability to create scalable user-centered design solutions
- Demonstrated ability to achieve objectives and consistently exceed expectations for functionality and usability by making complex interfaces more approachable and practicing user-centered design principles driven by user testing, research methods, business goals and web analytics
- Quick learner, leader and self-starter with ability to multi-task several projects
- Communicates effectively across all levels, collaborates with various departments and all levels of management

Core Competencies: (12 years of experience in the following)

- UX/UI Design & Information Architecture (IA)
- Visual Design
- User-Experience Research Methods
- Prototyping & Wire Framing
- Student Focus Groups & Usability Testing
- UX/UI Metrics
- Responsive Design
- Requirements Definition & Accessibility

Technical Skills:

Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, XD), HTML & CSS
Tools: UXPIN, Balsamiq, InVision, Pen & Paper
CMS: SharePoint, Drupal, WordPress

Professional Experience & Key Achievements:

Rio Salado College – Business System Analyst/UX-UI (2017 – Present)
RioLearn (LMS) Mobile App

- Designed a detailed structure and process flow with wireframes and interactive prototypes to see a complete functionality that enabled developers to implement UI using UXPIN.
- Implemented mobile app views for RioLearn (LMS) by working with developers and adding continuous functional enhancements based on student/faculty feedback.
- Streamlined an effective workflow with developers on design iterations and further enhancements.
- Implemented metrics on RioLearn (LMS) to measure ROI of all UX/UI enhancements to show that a better student experience can increase student retention.

Rio Salado College–Lead UX/UI Designer (2009 – 2017)
Ensure simple and intuitive user experiences are designed and adhered to; define standards of usability and accessibility; empower excellent, high-quality visual designs and front-end development; engage with internal/external clients and development leads to solve user and business goals using the principles of user-centered design.

- Designed and implemented UI for RioSalado.edu college website based on a new design interface and web standards. Developed assets and templates to provide a cohesive user experience and support on-going user research methods and web analytics reporting.

- Enhanced UX/UI for NSO101 course based on user studies and feedback collected from students. Post launch results have shown better student engagement with this course.

- Redesigned the interface for RioCompass web application used to track student success. Gathered requirements and worked with a cross-functional team to implement pixel perfect interface.

- Designed various lead-generation pages for marketing automation and implemented multiple process improvements on content strategy with effective UX research methods in place to measure lead conversions. Most successful lead conversion page with gated content on RSC.

- Led "StartatRio" project to streamline the student enrollment process by providing student segmentations/personas, designed videos and step-by-step instructions on the website. Managed a large cross-functional team to implement the project, which was nominated for innovation of the year award at MCCCD.

- Designed and implemented UI for Rio Salado Class Schedule, starting with user research, to create wire-frames and high fidelity mockups with a series of user-flows. Conducted focus groups to map out and evolve user interactions to meet business goals as proven by web analytics.

Rio Salado College Web Tech II (2006 – 2009)

Development and on-going maintenance of the college brand web sites and web-based tools. Provide technical and analytical solutions to problems and assist in the design and implementation of web pages.

- Supported the RioSalado.edu redesign initiative to overhaul the entire website using SharePoint (2007). Website was ranked #1 in the entire district.
- Assist in multiple web design projects and coded various sites in HTML, CSS, JavaScript as part of the Rio Salado's brand website leading to increased web adoption and increased site traffic.

Scottsdale Community College Web Tech II (2002 - 2005)

Developed and maintained college Web sites. Provide technical and analytical solutions to problems with the use of Web development tools.

- Implemented and redesigned the entire look and feel for Scottsdale Community College website leading to a more satisfactory customer experience for website users.

Education:
- Certification, User Experience Certification **NN/g** Nielsen Norman Group
- Certification, Intranet/Internet Web Development Technology, MCCCD, Mesa, Arizona
- Certification/Internship, Media Institute for Arts and Technology (MIAET), MCCCD, Scottsdale, Arizona
- Diploma in Advertising/Commercial Arts, New Delhi, India (3 years)

Awards
- Online Student Orientation
- Rio Compass – Internal student portal
- Text Book Savings Program
- Various Rewards and Recognitions were awarded post projects were delivered

Portfolio - Drupal Site

Harpreetmaan.com