Mohit Madaan

Diploma - 2-Years Advance Diploma from Arena Multimedia

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Mohit Madaan, ux designer

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| Work Experience - Summary |  | Total **8 years’ experience** in developing design concepts and strategies.   * Cognition in print and digital communication media. * **Defining Mobile and Web App**’s design strategy, information architecture, usability, user interface and content keeping end-user’s needs, likes and dislikes. * Looking after planning, designing, and implementation of user studies and usability testing throughout the product development cycle. * Working on generating creative solutions that are innovative, engaging and relevant for the mobile or web users. |
| certifications |  | **The Interaction Design Foundation (IDF)**   1. [MOBILE USER EXPERIENCE (UX) DESIGN](https://www.interaction-design.org/mohit-madaan/certificate/course/Pj08gFm43) 2. [DYNAMIC USER EXPERIENCE: DESIGN AND USABILITY](https://www.interaction-design.org/mohit-madaan/certificate/course/PDVlsXqXs) 3. User Research – Methods and Best Practices (Pursuing) |
| Skills & Abilities |  | * **Domain** : Mobile and Web Application * **Area of Expertise** : UX, UI * **Tools** : Adobe XD, Balasmiq, Invision , Sketch, Illustrator, Adobe Photoshop * **Good Knowledge** : CSS3/HTML5, Jquery, Bootstrap * Good Communication, Presentation and Interpersonal Skills * Project Management |
| Professional Experience |  | Sr. UX Designer *–* Accretive Health (R1RCM), Noida August 2014 – Present  Currently working as a **Sr. UX Designer** at **Accretive Health(R1RCM)** Noida. My role is to worked with product team in an Agile/Scrum workflow to create user-friendly and appealing application interfaces and websites for users. Process to met with project manager, business analyst and architect right from beginning of project, creating rough mock-ups that were refined and extended over many iterations. The five major deliverables are: User Research, Personas, User Stories/ Scenarios, Wireframes, and High-fidelity visual mockups.   * Responsible for creating UX designs, web application designs for internal and external and all visual aspects of Accretive Health (R1RCM). * Ensured mock-ups met both visual and textual branding standards. Defined and documented website design standards when needed. * Created clickable prototypes when needed. * Developed user personas and scenarios in order to enhance functionality and usability for key audiences. * Designed the user experience for a revamped Accretive Health user "dashboard" and new "Explore" content discovery feature. * Gathered requirements from clients and conducted focus group to discover user needs. * **Working as a single point of contact for various teams in India and closely working with onshore UX team.** * Delivered high quality design docs: sketches, sitemap, user flows, wireframes, mockups, specification. * Work closely with back-end developers for creating the best possible user experience. * Produce specifications and **style guidelines**. * Drive presentations to stakeholders, developers and management in daily scrum/Agile process. * Designing and develop User Interface for the health care portal using HTML5,CSS3, Jquery, Bootstrap in ASP.NET platforms.  UI Lead *-* Toluna Pvt. Ltd(Greenfield online), Gurgaon June 2009 – August 2014  Worked as a **Lead - Web** at **Toluna Pvt ltd**, Gurgaon from June 2009 till August 2014. I am working on generating creative solutions that are innovative, engaging and relevant for the mobile users. Carrying out UX based research for all the new product (mobile as well as for web)  **Work Responsibilities:** Responsible for developing graphics, UI and UX for iPhone and Android platform. Here are some points below -   * Single Point of contact for the **US** Counterpart * As a single resource handled important projects for the major clients like : Cotter Web, Cash crate, Inbox Dollar and received various appreciation from the clients, onshore team as well as management. * Webmaster of corporate marketing website and responsible for all online marketing initiatives. * **In a short span of 16 months was promoted as Tech Lead and was handling team of 4 members.** * Making mocks from scratch * Responsible for all the design, code or CSS related issues and getting them fixed within a time frame * Team training on the updates of technology. * Produced innovative **Websites, Landing Pages, Banners, Newsletters, Survey themes, Logos, E-mailers and other marketing stuff**. * Designed Printing material **like Magazine ads’, T-shirt designs, Trade show holdings, Logos** etc. * Worked and co-ordinate with **US, UK and European clients** and delivered the quality work in time |
| Education |  | 2 years advance diploma from arena multimedia I completed two years advance diploma from Arena Multimedia in 2006 Graduate degree from delhi university I have completed my graduation from Dehi University in 2006 in B.Com(Pass) |
| Recognition and Achievements |  | Won prestigious “**Individual Excellence Award**” – Accretive Health, 2016  Won “**Team of the Quarter**, Aug 2015” – Accretive Health.  Won “**Employee of the Month**” – Toluna Pvt. Ltd.  *Won* ***first prize*** *in all India online T-shirt designing competition by* ***Myntra.com***  In recognition of outstanding contribution towards the **Tradeshow held in USA** |