

baniphulanand

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‘the UX illuminator’ I love what I do—seeking clarity of purpose in the midst of digital chaos since the past 12 years. I am most interested in designing delightful, clean, intuitive, and beautiful experiences.

TOOLS

Sketch
Omnigraffle
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Invision
Pop-App
Principle
Hype 3
HTML basic
CSS basic
Sublime Text basic

RESEARCH SKILLS

Competitive Analysis
Comparative Analysis
User Interviews
User Surveys
Data Synthesis
Data Visualization
Affinity Mapping
Card Sorting
Heuristic Evaluation
Persona Creation
Feature Prioritization
4-List Method
Usability Testing
User Flows/Journey
User Swimlanes

DESIGN SKILLS

Design Studio
Annotated Wireframes
Prototyping
Research Reports
Styleguides

WORK EXPERIENCE

2015 – 2016

CREATIVE DIRECTOR – MEALPAL

Heading brand design and product design at this early stage, high energy, fast-paced startup

- designing for all marketing channels, including email, affiliate advertising, partnerships
- defining and elevating the MealPal brand across all modes of communication with partners & users
- prototyping, and designing product features and usability enhancements for web, mobile and iOS

2015 – 2016

USER EXPERIENCE CONSULTANT:

COOLVINES.com— website redesign

Using research tools and testing to solve for information architecture, and features of a brand new website

- user research and contextual inquiry to define problem statement for new site
- data synthesis and persona creation to help in feature prioritization to deliver final prototype

FORDHAM UNIVERSITY— business intelligence reporting portal

Using user research and synthesis tools to create their inter-departmental reporting tool used by faculty, administration and staff by defining context and create structure for metadata

- establish information hierarchy and site navigation
- deliver working prototype for development

2006 – present

ADJUNCT DESIGN INSTRUCTOR – NEW YORK INSTITUTE OF TECHNOLOGY

Teaching Graphic Design, Editorial Design, Computer Graphics, Typography and Package Design courses to Undergraduate and Graduate students

2012 – 2015

SR DIGITAL DESIGN DIRECTOR – QUIDSI Inc., An Amazon Subsidiary

Leading the Visual Design for ecommerce retention assets for 9 distinct brands

- Building email, banner and landing page templates to create efficiencies while staying true to brand and tracking performance
- A/B testing emails and banners
- Establishing best practices and maintaining style guides
- Leading and managing a team of 8 designers, 2 writers, and a project manager

2011 – 2012

DIGITAL DESIGN DIRECTOR – ORIGINS, Estee Lauder Inc.

Leading the visual design for email assets, landing pages, and mobile apps

2010 – 2011

DIGITAL DESIGN DIRECTOR – ELIZABETH ARDEN

Leading the visual design for email assets, landing pages, and affiliate advertising

2005 – 2009

FREELANCE ART DIRECTOR

AVEDA, Estee Lauder Inc.

Leading in-store, marketing and educational collateral, and directing product and model photography

AVON PRODUCTS

Leading US and global catalog design and directing product and model photography

EDUCATION

2016

UX DESIGN IMMERSIVE – GENERAL ASSEMBLY

2004 – 2006

MASTERS in COMMUNICATIONS DESIGN – PRATT INSTITUTE

2000 – 2004

BACHELORS of FINE ARTS in GRAPHIC DESIGN – NEW YORK INSTITUTE of TECHNOLOGY

AIGA | WOMEN WHO CODE | UX/AGILE