Product Designer, UI/UX Designer

Greeshma Reddy Marry

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An Interactive Media specialist enjoys creating user-centred designs and finding opportunities for good user experiences. Proficient at conducting user research, building user flows, information architecture, wireframes, and interactive prototypes for establishing the products that meet user needs and business goals.

Education

PG in Interactive Media Management

Centennial College, ON, Canada   2019 – 2020

M.Sc in Organic Chemistry

Osmania University, TS, India   2009 – 2012

B.Sc. in Biotechnology

Osmania University, TS, India   2006 – 2009

Technical Skills

Design & Development

UX/UI/Product Design
User Research and Testing
Low & Hi Fidelity Wireframing
Interaction design and Prototyping
User Journeys/ User Flows
Information Architecture
Design system
Data Visualization
Story Boarding
Content Strategy
Project Management
Agile and Scrum
Basic HTML & CSS

Software

Sketch
Figma
Adobe Creative Suite
InVision App
Miro
Jira and Confluence
MS Office

Interests

♪ Music

☕ Coffee/Tea

🧳 Travel

✔ Planting/Gardening

🖊 Drawing

Expereince

UX/UI Designer   2021 - Present

Opus One Solutions from GE Digital, Toronto, ON, Canada

- Gathered and evaluated user requirements in collaboration with the Project Manager and worked closely with the development team to implement the designs and eventually delivered the design, meeting the PM's PRD

- Supported the design team in creating the Figma design system and the components' documentation that helped the team work efficiently and follow the consistency

- Revamped the product's UX/UI following the updated guidelines and performed user testing, documented user feedback, and reiterated the design accordingly, giving the best solution that further enhanced the user satisfaction

UX Consultant   June 2021 - Oct' 2021

Momentum BPO Inc., Toronto, ON, Canada

- Worked on the company and client projects to revamp the UX/UI and enhance the user experiences

- Collaborated with the developers to implement the designs and Coordinated with the stakeholders and users to update and test the products

- Designed the responsive layouts for the existing and the new products that helped users to work on various devices efficiently and created the UI following the accessibility guidelines to best accommodate the product users

UX/UI Designer   July 2020 - Oct' 2020

Impactrio Inc., Toronto, ON, Canada

- Performed User Research, Comparative Analysis and created User Personas, Content, Information Architecture, User Flow, Wireframes for the project MVP

- Designed the website's UI and visual Dashboards following the brand and UI style guidelines and prepared the UX documentation explaining the product, annotated wireframes, and next steps

Project Consultant (UX)   2015 - 2017

Prodesign Technologies Pvt. Ltd., Hyderabad, TS, India

- Coordinated with designers and developers to design the project from conception to finished product and studied products' current metrics and statistics to enhance UX and Analytics

- Participated in the web interaction flow design sessions and supported the UX team in user interviews and user testing

- Involved in redesigning the user flow to improve the user experience and presented the updated versions to the stakeholders and clients

Project Coordinator   2012 - 2015

Prodesign Technologies Pvt. Ltd., Hyderabad, TS, India

- Coordinated with developers to finalize the implementation phase for projects meeting both technical and consumer needs and supported the team in documenting the user interactions and products' functions & features

- Acted as the point of contact for internal team members and clients in providing the project support and involved in preparing the project schedule and budget and presented it to the stakeholders