

# Sandeep Hundal UX/UI DESIGNER

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## Profile

Self-confident professional with over 10 years' experience and expertise in a variety of design forms and user experience. Able to tackle obstacles while conceptualizing ideas into reality while flexing creative abilities and showing resilience in a demanding work environment. Excellent organizational and communication skills with the ability to both project and elicit interest, enthusiasm, and energy.

## Areas of Expertise

- User Experience and Visual design
- Creating Style Guides, components and pattern libraries
- Typography
- Wireframes
- Responsive design
- Interaction design
- UX best practices
- Creating prototypes
- Human and User center design
- Agile development and methodology
- Product and application design
- Material & iOS development
- Print media

## Experience

### **UX/UI Designer. Kaiser Permanente. Oakland, CA. Oct 2015 - Present**

Work with senior management team to design out a web base responsive application for physicians, surgeons, and patients to track and update patient referrals. As a "Hybrid" Visual Designer, I am responsible for creation and engagement of innovative web-based desktop and mobile products and services for physicians and patients, using Sketch to help with final mockups, and providing redlines for final development. Create wireframes, interactive prototypes, storyboards, sitemaps and UI components to ensure correct redline measurements. Communicate and work with engineers and development teams to deploy visual design mockups and redline documentation. Set up UX research case studies and apply feedback to visual designs.

### **Senior Designer. Oracle. Redwood Shores, CA. Jul 2012 - Aug 2015**

Responsible for the creation and development of all online visual design that involved Oracle's Global Advertising campaigns by reviewing, collaborating, and utilizing different media platforms to ensure that accuracy and brand communication were met in a timely manner. Worked independently as well as a part of a global team to strategize, plan, and execute creative design across all regions in different media channel formats (online, print, airports, outdoor, social campaigns and search/SEM). Communicated the Oracle brand by building out creative assets that illustrated and showcased Oracle as the industry leader in software and hardware innovation. Interacted with global level Executives, Senior Management, internal

team members, and global agency on messaging and creative design development. Maintained a highly organized schedule to ensure assignments and projects were met with accuracy and efficiency. Provided consistent and effective art direction to peers and agency team members for design solutions and coordinating workflow and work quality.

**Visual Production Designer. Apple Inc. Cupertino, CA. Apr 2011 - Jul 2012**

Worked with Apple Inc. marketing team to create and execute a series of web and mobile projects. Comprehension and cohesion is needed regularly when coming up with solutions to complicated visual and interactive design implementations for a tight parameter interface. Critical thought process and quick problem-solving skills are essential when coming up with design implementations as well as user experience design principles. Successfully collaborated with teams on design comps and provided input from both an information architecture as well as user experience perspective. Successfully delivered on multiple projects from beginning to finish. Attention to detail was required to fulfill the daily and on-going tasks. Designed assets from wireframe mockups, to site mapping, to completed digital designs. Prepared and produced graphic assets for CSS development.

**Graphic Designer. Design Reactor/6Connex. Campbell, CA. May 2010 - Apr 2011**

Worked directly with the Marketing team to create, design, and update content for website pages, web banner ads, printed collateral, PowerPoint presentations, and media kits. Produced and designed various web and printed collateral to support the sales and marketing teams for internal purposes as well as for client product support. Produced web-ready graphics with an understanding of web development concepts and user social interface design. Implemented quick revisions to respond to marketing team and web developer requests in a fast-paced environment. Showcased knowledge and familiarity with image compression as well as file correction and optimization techniques in order to meet tight deadlines. Responsible for maintaining the integrity of master and co-brand collateral and web design systems, supporting additional graphic and design requests to support corporate product marketing needs.

**Graphic Designer. Creative Group. San Francisco, CA. Dec 2005 - Feb 2010**

Ongoing freelance scheduled assignments as a Graphic Designer or a Production Artist. The Creative Group assigned me with many top Fortune 500 clients and non-profit organizations on multiple projects which included various printed and web collateral. Worked closely with a variety of Creative Group clients to solve and define the scope and goals of specific design/production projects. Applied correct images for approved designs, as well as applied correct naming conventions for approved images. Set up and submitted correct images for high-resolution scans as well as maintaining image and file archiving. Coordinated with editorial and design staff to meet print or web standards and schedules, as well as ensuring deadlines were met. Gained web experience by building web graphics, banners, and web page layouts. This position required excellent knowledge and understanding of typography and brand layout design to interact with other Creative Directors, Designers, and Project Managers.

**Production Artist. Anderson DDB. San Francisco, CA. Sep 2007 - Oct 2008**

A subsidiary of Omnicom/DDB, one of the worlds largest advertising companies. Worked closely with Art Directors, Interactive Art Directors, Account Executives, and Traffic Coordinators in producing and building designs for both print and web. Provided support to the team and responded quickly and accurately under tight deadlines. Ability to produce and prepare existing electronic files for pre-press release. Created final pdfs, released files to vendors, and updated and corrected specs. Extremely well-organized, able to juggle multiple tasks, easily handle aggressive daily deadlines, and extraordinary attention to process and detail for both print and online media were all qualities of this job. Worked on all types of printed collateral from printed brochures, tradeshow booths, signage, packaging products for client presentations.

## Education

2003 - Associates of Arts degree, Graphic Design. Academy of Arts University, San Francisco. CA.

## Technical Skills

Sketch, Invision, Adobe suites, Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Flash, Fireworks, Flinto, Principle, Axure, CSS, HTML 5, JavaScript, jQuery, OmniGraffle, WordPress, Responsive Design, Microsoft Office Suite, and social media.