Sandeep Hundal UX/UI Designer

A: 1641 136th Ave. San Leandro, CA 94578 **P:** 415.577.6169 **E:** shundal72@yahoo.com W**:** shundal.com

SUMMARY

- Ability to apply a critical thought process and quick problem-solving skills for design implementations as well incorporate best user experience design principles to achieve business and user goals.
- Communicate and collaborate effectively with stakeholders and business product owners about their product vision.
- Comfortably adapt a design process that includes creating wireframes, interactive prototypes, storyboards, sitemaps, UI components, assets and style guides in Sketch and Invision to illustrate designs.
- Work with engineers and development teams to deploy visual design mockups and redline documentation.
- Worked independently as well as be 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).
- Ability to understand and come up with solutions to complicated visual and interactive design implementations.

EXPERIENCE

Facebook, Menlo Park, CA. UX/UI Designer   Oct 2019 – Dec 2021

- Understanding user empathy, collecting research and designing an engaging experience through CMS.
- Work with senior management, engineers, product designers and content strategist to solve complex problems and validate design thinking.
- Design components and patterns allowing for a user to apply while using the CMS product.
- Conduct user testing, gather insight and improve on feedback and testing experience.
- Manage projects and meet tight time deliverables.

Macy's, San Francisco, CA. Sr. UX/UI Designer   Feb 2019 - May 2019

- On a short contact to full fill for a maternity leave employee.
- Worked with the business to solve complex business goals by creating engaging user experience design.
- Present designs to business and stakeholders for collaboration and feedback.
- Build out design prototypes for review, user testing and refinements.
- Create redlines for development teams.

Kaiser Permanente, Oakland, CA. UX/UI Designer   Oct 2015 - Feb 2019

- 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 Visual Designer, 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.
- Utilized Invision to show stakeholders the vision of the project created in Sketch.
- 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.

Oracle, Redwood Shores, CA. Senior Designer   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.

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

- Worked with Apple Inc. marketing team to create and execute a series of web and mobile projects.
- Comprehension and cohesion was needed regularly when coming up with solutions to complicated visual and interactive design implementations for a tight parameter interface.
- Designed assets from wireframe mockups, to site mapping, to completed digital designs.
- Critical thought process and quick problem-solving skills were 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.
- Prepared and produced graphic assets for CSS development.

Design Reactor/6Connex, Campbell, CA. Graphic Designer   *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 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.

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

- Ongoing freelance scheduled assignments as a Graphic Designer or a Production Artist.
- The Creative Group assigned 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.

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

EDUCATION

Associates of Arts Degree in Graphic Design. 2003.
Academy of Arts University, San Francisco, CA