

Rupali Barge-Sankpal

UX/Product Designer | HFI-CUA™

I enjoy turning complex problems into simple, intuitive **user centric experiences**.

PORTFOLIO & CONTACT

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CORE COMPETENCIES

- User Experience Design
- Product Design
- UI/Visual Design
- Requirement Gathering-Analysis
- Heuristic Evaluation/UX Audit
- User Research
- Personas & Scenarios
- Information Architecture
- User Tasks Flow Creation
- User Journey Map Creation
- Usability Testing
- Prototyping
- Wireframes
- Design Thinking
- User centered Design
- Mobile-Native/Adaptive Design
- Responsive Design
- Accessibility
- Illustration
- HTML ~ CSS
- SEO
- Agile Methodology
- Team Mentoring/ Training

TECHNICAL SKILLS

Figma | Axure RP 9 | Adobe XD |
Balasmiq | Miro | InVision | Zeplin |
Photoshop | iRise | Sketch |
Dreamweaver | Flash | CoralDraw |
Rally | Jira

PROFESSIONAL SYNOPSIS

- Creative and innovative professional with more than **14+ years** of rich experience in translating business requirements to suitable & intuitive user experiences (comprising user interface, interaction, and visual design) for **enterprise, web, and mobile applications**.
- Meticulous in user research, creating user personas, user study, competitive analysis, user/task flows, use cases, storyboarding, and low & high-fidelity prototypes.
- Good exposure in the usability testing, card-sorting, heuristic evaluation.
- Holds the tenacity in leading international projects, collaborating with global customers, stakeholders and cross-functional teams for end-to-end delivery of design projects.
- Attained exposure to the global culture by **working in the USA**.

CAREER CONTOUR

DEC 2021- PRESENT | PUNE, INDIA

Amdocs Development Center India LLP, — UX Specialist

Key Project: B2B Sales, B2B Com, Digital Engagement Central

Role: UX Designer

- Designing end to end experiences for a largescale B2B and B2C telecom products. Primarily I am responsible for –
- Analyzing, scrutinizing, deconstructing high level requirements at the intersection of business goals and user needs by collaborating with product managers, product owners, architects and business team.
- Creating collaborative strategic design deliverables such as strategy decks, task flows, user flows; all the while zooming in and out to fulfill the business requirement while ensuring the best possible user experience.
- Translating the knowledge gained into macro and micro wire-flows and wireframes along with functional specs documentation and clickable prototypes for stakeholders and development consumption.
- Key contribution in negotiating new capabilities, design decisions that are backed up by strong experience design principles and rationale with the stakeholders, management, and development staff.
- Conducting regular audits of parts of the product via heuristic evaluation/product KPIs/ persona and goals based expert reviews and Usability tests.
- Contributed in designing Amdocs Design System.

CERTIFICATIONS

HFI 2017- 6341

- Certified Usability Analyst (CUA)TM

Interaction Design Foundation

- Become a UX Designer from Scratch
- Conducting Usability Testing
- Web Design for Usability
- Mobile User Experience (UX) Design
- Human-Computer Interaction – HCI
- The Simple Way to Conduct a UX Audit

IBM

- Enterprise Design Thinking Practitioner

Udemy

- Sketch from A to Z (2020):
Become an app designer

EDUCATION

Art Teacher Diploma

Abhinav Kala M., Pune | 2005

Bachelor of Arts

Pune University | 2014

AWARDS

Winner of the 2004 'State Art Competition' - student category

Achievements in Zensar

- 'Star Practitioner Award' of the Quarter
- 'Partner Award' for one of the Project
- 'Popular Choice Award' in ZGT
- SABA customer excellence award for Learning & Development Portal revamped design
- 'Project of the Quarter' for CURE - native app

AUG 2020- DEC 2021 | PUNE, INDIA

Zensar Technologies Ltd., – Technical Specialist

JAN 2017- Aug 2020 | SAN JOSE, USA

Zensar Technologies Inc., – Computer System Analyst

Key Project: Design Central (2.5 Years Onsite)

Role: UX/UI designer | **Client:** Cisco

Design Central is largescale analyzing tool in Cisco Supply chain domain- where multi users can track, analyze and avoid potential impact to cost, quality & delivery across the New Product Introduction (NPI) project portfolio.

- As a usability expert (individual contributor) lead the experience design efforts on building an analyzing tool for cisco supply chain users from object model diagram, concept presentation to production.
- Key involvement in discussions with US project owners, managers, stakeholders, business analysts, architects and developers to understand the business and user's requirements in order to enhance product features and meet business goals and user needs.
- Facilitated product vision by researching, conceiving, sketching, prototyping new design solutions.
- Set expectations within the design team of other multiple tracks across the NPI for standards of quality through creative direction by creating design system guidelines and mentoring the team.
- Conducted regular audits of parts of the product via heuristic evaluation/product KPIs/ persona and goals based expert reviews and Usability tests.
- Collaborated with the stakeholders, development teams on various stages of the projects like design review, discussing usability gaps, raising and resolving defects post development and production.

May 2012- DEC 2016 | PUNE, INDIA

Zensar Technologies Ltd., – Sr. UX/UI Designer

Key Projects:

- Learning & Development (UX/UI Revamp of Learning platform),
- CURE (Native app)

Role: UX/UI designer | **Client:** Cisco

- Worked on multiple, diverse projects in collaboration with UX and UI designers, also as an individual contributor. Conceptualized experiences for various web and/or mobile applications including native, adaptive and responsive web apps for Cisco, from research to delivery, achieving a high comprehension of user and business needs resulting in high quality solutions.
- Contributed in creating proposals, estimation models, documenting design strategies and planning, creation of product onboarding artefacts and mentoring sessions for fellow designers.

- As an individual contributor **redesigned the UX and UI for Learning and Development tool to a responsive web app** for better discoverability and efficiency increasing number of enrolments and completion of courses.
- Kickstarted the pitch for usability enhancements for existing learning portal powered by expert reviews based on common usability heuristics with proto persona and goals.
- The great **achievement** was this project won the SABA customer excellence award.
- **Conceptualized and designed a mobile app for returning used equipment to refurbishing or recycling**, taking into account various scopes and limitations in technology. Designed logo, wireframes, visuals. Documented branding guidelines, red line guidelines for dev.
- Key contribution in negotiating design solutions with the clients, stakeholders, business and dev team. Post production review and support to maintain the design consistency.

PRECEDING EMPLOYMENT

JULY 2010- JULY 2011 | PUNE, INDIA

BrainVisa Technologies — Sr. Web Designer

Crated visual designs for various internal portal and web applications along with HTML prototype development.

APRIL 2009 - MAY 2010 | PUNE, INDIA

Ashore Systems Pvt Ltd — Sr. Web Designer

Designed logo and branding, various web applications & HTML prototype development. Illustrated Mascots for Happy Gym website in order to create an engaging experience.

DEC 2006 - MARCH 2009 | PUNE, INDIA

Oyster Technology — Graphic Artist (Print Media)

Handled various media designs like CD-ROM development, CBT and multimedia presentations in flash, screensavers, animated banners, E-mailers, designed brochures, leaflets, VC, books. Designed Logos, Mascots. Exposure to Web Site Design.