**Dinesh Kumar**

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**UX Writer/Visual Designer**

**PROFILE**

* +3 years’ professional experience in UX/Visual Design
* Bilingual French and English; Excellent written and oral skills
* Good organizational skills and work habits
* Skilled in time management and multi-tasking
* Thrives in a fast paced, dynamic and multicultural environment
* Exceptional research skills
* Proficient computer skills: Microsoft Office, Google Suite, HubSpot, Figma, Sketch, Adobe XD

**RELATED EXPERIENCE**

**Freelance UX Designer** *November 2020-Present*

* Working with Content Creators and UX Designers to create advertisements and brochures to meet the clients needs
* Leading content creation strategy for web development projects
* Conducting user research to explore the problem space
* Creating Hi-Fi mockups to meet client needs
* Designing user flows and visual styles for new features
* Creating high-fidelity wireframes
* Translating technical concepts into layman’s terms as to allow the user interface to guide users through an easy-to-use experience

**UI Designer at Théâtre français de Toronto** *August 2019-November 2020*

* Brainstorming ideas in regards to a case for support as well as updating the French version of the company’s Wikipedia page
* Working with stakeholders and other cross-functional teams to optimize the user interface of their bilingual website
* Creating and maintaining company design system
* Designing illustrations for the website within the constraints of cost and time
* Creating production-ready assets and handing it over to the developers
* Mapping user journeys to unpack customers’ content needs
* Crafted UX flows, designed interfaces and conducted user research
* Driving the creative/copy team to create highly relevant and valuable content that will attract, acquire, and re-engage our target audiences

**Junior UX Designer at Health-Bridge** *September 2018-April 2019*

* Conducting research to enhance content creation, updating the content on the company’s website in alignment with current regulations as well as gaining insights from healthcare professionals to further optimize the content.
* Collaborated and worked closely with account managers, designers and developers to produce and launch final design solutions
* Prototype UI with visuals, navigational elements and high-level interactions
* Collaborting with team members to create a design system in order to maintain visual consistency on the website
* Ensured quality assurance of all design deliverables and adherence to established digital standards and creative direction
* Working with a team of Content Creators, Editors, Writers, UX Designers, and Marketers to create stories that are in line with the brand's marketing objectives
* Upgrading the aesthetic of design elements as to improve user experience
* Confidently and cohesively present research, findings, and recommendations to clients and other stakeholders

**UX/UI Design Intern at Toronto French Montessori School** *September 2017-September 2018*

* Getting feedback from parents to optimize current website
* Responsible for UI decisions
* Designing online brochures for important school events
* Solving layout and user flow challenges
* Collaborated alongside other Montessori Schools in the GTA
* Assisted school growth and community involvment by organizing enrollment information in easily digestible forms

**Research Assistant in French Litterature at the University of Toronto**  *April 2016-August 2018*

* Working with the supervisory professor to conduct research in french literature
* Developing and conducting presentations at conferences
* Editing to-be published research review papers

**EDUCATION**

**Honours Bachelor of Science, French/Psychology** *2015-2020*

University of Toronto, Scarborough, ON

**Interaction Design Foundation Certificate** *April 2018- July 2018*