



Ajay Deora

Senior UX / UI Designer

 [Case Studies](#)

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About me

Skilled and highly creative Senior UI & UX / Product Designer with a consistently successful record of conceptualising and designing leading-edge print, digital and mobile material for international corporate clients.

In my journey, I've had the opportunity to work in both startup and enterprise environments on projects related to cyber security, auction / bidding, e-commerce and entertainment.

Coming from a background in both engineering and design, I love connecting the dots between business goals, technical constraints and user satisfaction.

Interpersonal skills

Excellent communication skills, displaying professionalism with good humour and a proactive approach; objectively critiquing designs with constructive feedback.

Meeting and liaising directly with clients and stakeholders, correctly interpreting briefs and translating back to the business; compiling schedules of work; regularly keeping clients informed about project status.

Liaising with third parties, managing the outsourcing of work; acting as a link between the client and company by maintaining regular contact, ensuring that the communication flows effectively.

Experience

SENIOR UX / UI DESIGNER / 7THSENSE LTD

APR 2020 - Present

Worked on a complete revamp of the company website (www.7thsense.one).

My main role is to work on the GUI for their various native application software (Com-pere), which is used by various clients such as **Saudi Aramco, Disney, Universal Theme Parks**. I was involved with stakeholders, developers, clients, internal users to solve specific user problems and features along with conducting competitor and user analysis and communicated via various means such as wireframes, low & high fidelity, user flows, brain-storming sessions to achieve success results.

SENIOR UX / UI DESIGNER / APOMATIX LTD (UK)

JUL 2018 - MAR 2020

Worked for the Cyber Security Start-up company on creating their Audit Platform and redesign their website from scratch. The project involved working with stakeholders and CEO across Apomatix to conduct needfinding, creating a new information architecture schema and content strategy, and designing sketches, flow diagrams, wireframes and interactive prototypes.

Coaching and mentoring junior designers; presenting demonstrations to clients and internal staff prior to the release of products and design of new platform.

UX / UI DESIGNER & FRONT END DEVELOPER / CARGIANT LTD (UK)

MAR 2018 - JUN 2018

Responsible to re-design various pages of their website (www.cargiant.co.uk). The project involved working with products and marketing departments as well as stakeholders to create and designing sketches, flow diagrams, wireframes, and interactive prototypes. Also developed the Front-End of the pages on Umbraco CMS.

UX & UI DESIGNER / FRONT END DEVELOPER / ATG MEDIA LTD (UK)

NOV 2010 - FEB 2018

Responsible for maintaining and developing new features for our four E-commerce auction portals (the-saleroom.com, i-bidder.com, bidspotter.co.uk and bidspotter.com) also ensuring they are user-friendly and fully responsive for Mobile and Tablet; improving the user experience and bidding process, updating to the latest software/applications.

Evaluate survey/test results, conduct discovery sessions with key stakeholders while designing wireframes, mock-ups and creating dynamic prototypes according to requirements. Socialize prototypes/mock ups and apply feedbacks. Organise A/B tests. Advocate UX within the company and educate the company about UX while creating long term product vision together with Head of Product.

Education

CERTIFIED LEVEL 2 UMBRACO DEVELOPER

MAY 2015 - DEC 2015

Moriyama, Umbraco Gold Partner (UK)

MA CREATIVE TECHNOLOGY

SEP 2011 - JUL 2013

Middlesex University (UK)

BA (HONS) GRAPHIC DESIGN

SEP 2007 - JUL 2010

London Metropolitan University (UK)

Tools

Designing

Sketch
Adobe XD
Figma
Balsamiq
Atomic
Axure
UX Pin
Omnigraffle
Photoshop
InDesign / Illustrator
Premiere / After Effect

Coding

HTML / CSS
Javascript / JQuery
React Js / Vue Js
Node Js
Umbraco / Wordpress
GIT / Bitbucket
Gulp
Bootstrap

Prototype

Principle
InVision
Framer X

Skills

Formative Research

User Interviews
Survey / Observation
Competitive Analysis

Generative Research

Affinity Diagramming
User Personas
Journey Mapping
Sketching
Prototyping
A/B Testing

Summative Research

Usability Testing
Heuristic Evaluation
Cognitive Walkthrough

Methodology

Scrum
Agile
Lean
Kanban

Other

Visual Studio / Jira
SendGrid / Hubspot
Microsoft Office

References

Professional and personal references are available on request.

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