

graphically yours,

## KRUTIKA HARALE

Designer | 04.233.16.866

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## EDUCATION

Parsons The New School

For Design, AAS, Graphic Design

Aug '10 - May '11

University of Mumbai,

BARCH, Bachelors of Architecture,

Aug '04 - May '09

## COMPUTER SKILLS

Adobe Creative Suite:

Photoshop, Illustrator, InDesign, AdobeXD.

Prototyping:

InVision, Balsamiq, Sketch, Figma.

Operating Systems: Windows and Mac.

Keynote, Powerpoint, Excel, Word.

## CLIENTELE

- Graphic Design
- Branding - Strategy and Development.
- Product Design.
- User Experience Research
- User Interface Design.
- Print Design.
- Environmental Graphic Design.
- Website Design

## SECTORS

Medical, Start-up, Bank, Government,

Non-profit, Theatre, Home goods, Lifestyle

Magazine, Education, Art Festival.

## EXPERIENCE

UX/UI Lead Designer VEC, Melbourne, Nov'22 – Present

- Working with different stakeholders to plan the redesign of the roll management system

Senior UI/UX Designer ANZ, Melbourne, Jun'22 – Sep'22

- Working within the institutional space, creating a web-based banker tools for RM's (Relationship Managers)
- Focussing on refining the navigation and UI using the ANZ design sytem

Senior UX/UI Designer CourseLoop, Melbourne, Mar'22 – May'22

- Working with the Head of Product and Product managers to redesign Carriculum Management
- Researching existing user journeys to propose a more efficient user experience

Senior UX/UI Designer IAG, Melbourne, May'21 – Sep'21

- Working for the Firemark Innovation Lab, helping to solve the bushfire problem in Australia
- Redesigned the Resilience Building Council (RBC) Brand to radically change the perception of star ratings and the resilience mark.
- Focussing on user experience, translated bushfire questionnaire into usable, useful, effective survey design.

Product Developer, IDE Group, Sydney, Aug'17 – Apr'21

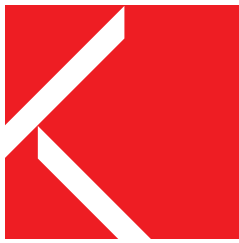
- Evolved the Company brand across multiple platforms, including: digital, print, photo, animation, and event design.
- Worked as a part of a multi-functional team through the product discovery, design and the development phases of each project.
- Focussing on UX/UI, translated user insights into usable, useful, effective and efficient user experiences.
- Created interactive elements through iteration, whilst considering layout, navigation, flows, iconography, typography & motion.
- Tested and validate working hypothesis with users through usability, using wireframes and clickable prototypes.
- Prepared digital assets for the development team.

Environmental Graphic Designer, DotDash, Brisbane, Australia, Aug'16 – Aug'17

- Worked as a part of the Wayfinding Strategy team to develop visual communication for the built, natural and social environments.
- Worked closely with the Director to plan, design and communicate messages and information through signage systems.
- Creatively realised presentation documents and elements of wayfinding concepts & strategies into visual communication for the built environment in the form or environmental graphics, maps and landmarks.
- Developed an Environmental Graphic Design Strategy and signages for a range of ongoing large scale public domain projects including Westfield Car Park, Gold Coast Commonwealth Games 2018, Brisbane Convention & Exhibition Centre, Brisbane City Council - North Regional Business Centre.

UX/UI Designer, Strayboots, New York, June'14 – March'16

- Collaborated effectively with a remote multi-disciplinary team to define the product and brand strategy and created user personas, design flows, navigational patterns, and concept diagrams.
- Created user journeys, wire frames, mock ups, overseeing working prototypes for the mobile and web application.
- Worked across various life cycle stages of the product, from initial definition to continuous enhancement.
- Designed easy and delightful digital experiences across various mediums, while building the brand of the product.



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#### **Creative Director, Tagg.ly, New York, NY, Oct'13 – July'14**

- Defined the product features, user model and user interface for the mobile application.
- Designed the identity and visual guidelines of the company.
- Facilitated client's product visions by researching, conceiving, wireframing, sketching, prototyping.
- Developed a brand strategy and design across all mediums - mobile, print and animation.
- Reviewed and approved designs, artwork, photography, and graphics developed by the team.
- Designed, created, managed and art directed to deliver various design projects to build the brand.

#### **Art director, Yottabytes Ventures LLC, New York, NY, July '12 – July '13**

- As a part of the founding team, collaborated to define the product features, branding and marketing strategy.
- Created user profiles, evaluated user feedback to understand an end user's perspective.
- Created story boards, paper prototypes, mock ups, composites and working prototypes, based on the knowledge of human centered design, information architecture and aesthetic principles.
- Collaborated with a multi-functional team through the design process — from user flows and wire frames to user interface mockups.
- Effectively lead the design team to create brand identity and the visual language of the product.

#### **InHouse Graphic / Web Designer, MobileActive.org, New York, NY, July '11 – July'12**

- Designed logos, websites, icons for mobile applications for MobileActive.org and its internal websites.
- Developed a brand strategy and identity for their sister website SaferMobile.org.
- Conceived data visualizations, info-graphics and print collateral, maintaining graphic guidelines while expanding the brand.
- Liaised with animators to develop storyboards and illustrations for video tutorials.

#### **Self, Freelance, Graphic Designer, Sept '11 - July'16**

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|--------------------------------|------------------------------|
| • New York University          | • Tactical Studios           |
| • United Nations               | • Heraldly                   |
| • Columbia University          | • Fame Digital               |
| • StrayBoots                   | • Responsible Data Forum     |
| • Observer Research Foundation | • Women in Sport + Adventure |
| • New York Cares               | • Victor Know                |
| • Art in Odd Places            | • Culture Project            |
| • UnLimited India              | • Comedy Outliers            |
| • Blackbook Magazine           | • Megapolis                  |
| • One Lemon Designs            | • Recsite                    |

#### **Graphic Designer, Illumine Knowledge Resources, Mumbai, India, Dec '09 – Jul '10**

- Designed promotional material and created layouts for books and book jackets and innovative user experiences
- Worked with Engineering teams, briefing and advising them with regard to design style, format and print production.

#### **Restoration Architect (Intern), K N Arcon Pvt Ltd, Mumbai, India, Dec '08 – Apr '09**

- Conceptualized and developed design schemes and building layouts for large-scale architectural projects.