



**TIIA SAHNI** SR. UI/UX DESIGNER

## SUMMARY

*I'm an outstanding designer, manager, design thinker and visionary – with creative intuition – able to design clean, elegant and intuitive user interfaces with an awareness of business implications & development. I have a sense for clean design – along with design and usability best practices & latest technologies – and am committed to creating elegantly simple user experiences from complex workflows. A master of multi-disciplinary digital design skills, UI design, branding, information hierarchy, color, typography and graphics, I'm self-motivated, detail-oriented, collaborative and focused on creating the best of class interactive user experiences,*

## PROFESSIONAL EXPERIENCE

### **IBM | UX-UI DESIGN CONSULTANT** 07/2016 – 12/2016; 03/2017 – 08/2017

- Collaborated with product owners and global team to lead the UX Design initiative of developing a clear design vision and strategy for an optimal end-to-end user journey of a complex enterprise Business Process Manager application. Created multiple design solutions, from concepts to wireframes to high-fidelity mockups and prototypes for High Performance Dashboard, Watson and HR web and mobile pages – using the latest design tools and best design & usability practices within agile sprints.

### **DESIGN247 | UX-UI INTERACTION DESIGNER, AD, OWNER** 12/2014 – PRES.

- Created concept-to-completion all media marketing materials and digital products for multiple clients.
- Designed and developed responsive websites and branding for various clients.
- Created concepts and prototypes for mobile applications on IOS and Android.

### **FIDELITY INFORMATION SERVICES | SR. UX-UI DESIGNER** 07/2011 –11/2015

- **Accomplishments as principal designer:** Transformed, remodeled, rebranded and redesigned UI for enterprise SaaS applications on web and mobile, achieving a visual upgrade, consistency and increased usability; created documentation, demos and high-fidelity mockups, using Adobe Creative Suite CC, MS Office, Visual Studio, HTML, CSS, JavaScript, Ajax, jQuery, & other tools.
- Researched, designed and created mobile app prototypes for iOS and Android.
- Functioned as an in-house design agency style Studio, redesigning products and creating all marketing materials and promotions, collaborating with product management, development, and sales.
- Advocate for user experience, best practices, and brand consistency in agile environment.
- Created visual style guides & specifications, color palettes, design patterns, & all icons and graphics.

### **NEW YORK LIFE | UX-UI DESIGN LEAD** 04/2010 – 02/2011

- **Accomplishments as lead designer on IT team:** To create a new product – researched users, created user stories, sketches, wireframes, information architecture, styles, storyboards, site flows, UI designs, and high-fidelity mockups, with original branding and graphics. Collaborated with product management, development, IT & marketing for the successful on-time, on-budget web launch of an innovative new web and mobile application with advanced tools and functions, for investment, portfolios and trading.

### **IBM RESEARCH | ART DIRECTOR, WEB DESIGNER** 10/1999 – 02/2009

**Accomplishments:** Increased departmental visibility/prestige by creating award-winning, all-media, visual communications, websites, and publications; coached & mentored other designers; improved cost control, work quality and vendor relationships; won STC and APEX awards annually.

- Created innovative projects for multiple departments, managing competing projects and demands; collaborating with editors, researchers, managers, developers, and staff.
- Redesigned the IBM Technical Journals & website gaining a 4x increase in usage.
- Won APEX Grand Award for website design and usability.
- Created 'IBM Research-TV' with AV team, enabling global research communications.
- Designed Web Portal for Collaboration, working closely with IT team to meet tight deadlines.

### **Y & R BRAND DIALOGUE | SR. INTERACTION DESIGNER** 05/1998 –10/1999

- Created unique design, branding and graphics for websites, landing pages, banners and related print for healthcare & other world class clients, collaborating with creative director, design director, account management, and programmers; featured among top creative teams in DesignAgencies.com



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## **SKILLS**

User Experience Design | User Interface Design | Responsive Design | Mobile Design | Digital Product Design | Graphic Design | Marketing Design | Branding and Logo Design | Art Direction | Interactive Design | Illustration | Icon Design | Info-graphics | Data Visualization | Wireframes | Prototypes | Working knowledge of core web technologies including CSS, HTML, Javascript, jQuery, and others | Knowledge of universal design principles, human centered design, and web production best practices.

## **TOOLS**

Adobe Creative Suite CC | MS Office | Axure | Balsamiq | Sketch | InVision | Framer | Other tools, as needed.

## **EDUCATION**

### **CASE WESTERN RESERVE UNIVERSITY** CLEVELAND, OH

BACHELOR OF SCIENCE (cum laude)  
MASTER OF SCIENCE (merit scholarship)  
POST-GRADUATE WORK Graphic Art, Paris, France  
MAJOR: Graphic Art and Psychology

### **COLLEGE OF WESTCHESTER** WHITE PLAINS, NY

CERTIFICATE COURSES IN WEB DESIGN, VIDEO & 3D.

### **LYNDA.COM, UDEMY** ONLINE

CERTIFICATE COURSES IN WEB DESIGN, UX-UI DESIGN,  
RESPONSIVE DESIGN, ANIMATION & OTHERS – ongoing.

## **AWARD HIGHLIGHTS**

Outstanding New Citizen of Cleveland Award.  
Professional Industry Awards for Art Direction, Covers, Illustrations, Website Design and Brochures:  
International Technical Art Competition Merit Award for IBM Systems Journal cover; STC and APEX Awards for IBM Technical Journals; APEX Grand Award for Website Design; Gartner Group and Information Week Award for Design and Usability of Oncology Online Website and many others.

## **ACCOUNT HIGHLIGHTS**

AstraZeneca, AT&T, Business Week, Cartier, Chase, Citibank, CUC International, Fidelity Information Services, GE, IBM, Medical Services Online, Merck, Nelson Information, NeuroCentral, New York Life Insurance, Oncology Nursing Society, Oncology Online, Paramount Pictures, Pfizer, WNET Channel 13, Xerox, Young & Rubicam.

## **ASSOCIATIONS**

NEW YORK SOCIETY OF ILLUSTRATORS; MENSA