

Himani Madan

Product Designer

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Work Experience

Wasp3D (Beehive Systems Pvt. Ltd)

PRODUCT DESIGNER | DEC 2017- SEPT 2018 | RALEIGH, USA (REMOTE)

- I worked on FIFA World Cup 2018 with Televisa, a Mexican multimedia company on augmented reality templates for match analysis. My role was to provide design support, conduct need finding, working with wasp3d's developers to implement the vision and do usability testing.
- Created training content explaining different features of the product.

PRODUCT DESIGNER | DEC 2014- NOV 2017 | (NOIDA, INDIA)

- I led the design vision and helped to set product direction for Wasp3D financial module "FinWiz Client" and channel branding module "Nectar Client";
- I designed new features for wasp3D's design application "Drone Designer";
- Worked closely with product managers, developers, and CTO to enhance product features and meet business goals;
- Conducted user interviews with clients across the globe to understand their pain points & convert those insights in product features;
- Research product features of major competitors and created an analysis report helped to make strategies;
- Conducted onsite product demos & product trainings for various teams in broadcast tv stations, which helped me gain understanding of issues users face with current products they are using;
- Represented Wasp3d in international trade shows- CABSAT-Dubai, Broadcast Asia- Singapore, NAB-USA, IBC-Netherlands for consecutive 4 years;

SENIOR DESIGNER | APR 2012 | DEC 2014- (NOIDA, INDIA)

- I worked on real-time graphic workflows, graphic creation, integrations, live graphics development and live data integrations. Projects include Interactive Screens, Elections, World Cups, Network Launch and Re-branding;
- Studied design briefs, determined clients' needs and problems conceptualizing winning visuals based on their requirements;
- Facilitating pre-sales & post-sales assistance;
- Allocating resources among team members & guiding them during the project, till final delivery;

DESIGNER | MAY 2011- MAR 2012 | NOIDA, INDIA

- Interacting with clients to ascertain their needs and develop graphics layouts, concepts and specifications for assigned projects.
- Providing clients product onsite trainings.

Sterling Publishers Pvt. Ltd.

GRAPHIC DESIGNER | JUL 2008- MAR 2009 | NEW DELHI, INDIA

- Designed books, covers, posters, catalogues, activity books, stationary etc.

Education

Kamala Nehru College, Delhi University

2003-2006

Bachelor of Arts (Advertising, Sales Promotion & Sales Management)

ICFAI University, India

2012-2013

Postgraduate in Marketing Management.

Certifications

Frameboxx™

Certification in Graphic Design

Scrum Alliance

Certified Scrum Master & Certified Scrum Product Owner

Interaction Design Foundation (IDF)

Certifications in Design Thinking, HCI, Mobile UX Design, Usability Testing.

Skills

Design

Information Architecture, Interaction Design, User Research, Usability Testing, Wireframes, Task flows, Competitive analysis, Heuristic Analysis, Visual design, Prototyping, Motion Design.

Design tools

Sketch, Figma, Balsamic, Adobe creative suite, Invision, Principle, Marvel