

Senior-level creative professional with extensive experience in user-centric design and well executed campaigns. Highly motivated and detail oriented, I enjoy working in a collaborative team environment.

WORK EXPERIENCE

LEAD DESIGNER/UX DESIGNER

SOCIETY FOR HUMAN RESOURCE MANAGEMENT, ALEXANDRIA, VA

Sept. 2011 – Present

SHRM is the largest professional Human Resource membership association that promotes the role of HR as a profession and provides education, certification, and networking to its members, while lobbying Congress on issues pertinent to labor management. As Lead Designer I collaborate with the Internet Operations team to design, create, and produce creative, mobile friendly web interfaces informed by best practices in usability and experience design. Independently manage projects from conception to completion, manage off-site contractors, serve as team lead and mentor to other designers. As a core component of the development process, produce creative briefs, visual comps and prototypes based on market research and needs assessments to achieve desired design results. Produce and effectively organize graphics, images and all other content into a creative, cohesive and visually stimulating end-user experience for all of SHRM Online. Deliver exceptional, mobile friendly, responsive web designs within a fast-paced, deadline-driven environment with accountability for high creative standards. Create, design, and develop interactive tools and sub-sites to promote SHRM advertising and membership objectives. I serve on UX Committees for Communication Strategy and eCommerce Strategy.

Websites include:

SHRM Corporate Site
Annual Conference & Exposition

SHRM Certification
SHRM Policy Action Center

SR. WEB DESIGNER/USER EXPERIENCE COORDINATOR

MISSIONFISH.ORG, WASHINGTON DC

Oct. 2007 – Sept 2011

MissionFish operated eBay Giving Works, the charitable arm of eBay to help raise money for charities and nonprofits. As in-house designer, I was responsible for the design, graphics and maintenance of MissionFish US and UK sites. Worked within eBay guidelines to create sub-sites under eBay.com. Conceptualized and designed the new user-friendly interface for missionfish.org (US and UK). Worked with the marketing team and backend professionals to create effective and compelling micro sites for ongoing campaigns. Created artwork for print and collateral. From May – September 2011 I was directly hired by eBay as a contractor.

Websites include:

MissionFish US
MissionFish UK

eBay Giving Works (US)
eBay for Charity (UK)

SR. GRAPHIC AND WEB DESIGNER

THE CENTER FOR PUBLIC INTEGRITY, WASHINGTON DC

March 2005 – Oct. 2007

The Center for Public Integrity is the premier nonprofit investigative journalism organization in Washington D.C. I was responsible for overall design, content management and maintenance of the Center's web site. Worked independently with reporters to conceptualize ideas and provide a visual focus for their articles. Worked closely with the webmaster to manage front-end needs, including dynamic multimedia software, applications and presentation for the dissemination of quantitative information.

Print work: design and layout of Center's publications that included press kits, posters, newsletters, books, annual reports and communication material

Design and maintenance of the [Corporate Website](#)

GRAPHIC AND WEB DESIGNER

STARTEC GLOBAL COMMUNICATIONS, ROCKVILLE, MD

Oct. 2000 – March 2005

Created and maintained new applications for the corporate intranet and extranet. The Extranet included the ISP portal, agent sign-up program and the corporate Web site, dealing with e-Business Solutions and order processing. Created graphics for, edited content, and programmed interactive Web sites for tracking complex user profiles, bills, credits and usage, and provided user-friendly tools for Web updates. Design and maintenance of the Startec corporate websites US and Canada, and the Agent website.

Print work: responsible for the production and execution of direct mailers, promotional material, newspaper and magazine advertisements, and other collateral and communication material.

Website: startec.com

FREELANCE

Website design for

maureenorth.com

marinaorthfoundation.org

bolivarwv.org

ramanas.org

Tradeshow booth graphics and collateral material for

GoodDogz.org

arkive.org

ServeNext.org

SOFTWARE AND TECHNICAL SKILLS

Adobe Design Suite, SharePoint Designer, Drupal, Axure RP Pro, XML, Adobe Acrobat, Google Analytics
HTML5, CSS, Bootstrap, JavaScript, JQuery

EDUCATION

1982-1986

University of Poona, India

BA, English

1998-2000

Montgomery College, MD

Graphic Design With the Computer

2000-2001

Montgomery College, MD

Web Master's Certification

AWARDS

Member of the Beta Omega Chapter of the Phi Theta Kappa

Asian Students Award, 2002.

ONLINE PORTFOLIO: jyotisauna.com