Joshua Wilson | *Senior UI/UX Designer*

Accomplished UI/UX Designer with a decade of experience, seamlessly transitioning from image retouching to e-commerce graphic design. I excel in creating intuitive interfaces and have demonstrated leadership in UX design. Seeking a dynamic role as Team Lead, Creative Director, or Manager to drive innovative design projects and deliver outstanding user experiences. Known for my creativity, strategic thinking, and ability to lead collaborative teams, I am eager to contribute my skills to a forward-thinking organization.

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TECHNICAL PROFICIENCIES

Adobe **Photoshop** · Adobe **Illustrator** · Adobe **XD** · **Figma** · **Zeplin** · **Baisamiq**

Adobe **After Effects** · Adobe **Premiere Pro** · **Invision** · Autodesk **3ds Max** · Adobe **InDesign**

Autodesk **Maya** · Adobe **Sketchbook Pro** · **Webflow**

CORE COMPETENCIES

Visual Design · **User Research** · **Wireframing** · **Prototyping** · **Color Theory** · **Typography**

Responsive Design · **Usability Testing** · **Problem Solving** · **Client Management** · **Team Management**

CAREER SYNOPSIS

Joined Amazon in 2013 as an Imaging Associate, specializing in image retouching for North America and Europe. Advanced to Senior Imaging Associate in 2016. Provided video editing training to Imaging China team in 2016, enhancing my skills and contributing to global skill development at Amazon.

Embracing the role of Kaizen Promotion Officer (K.P.O) for Amazon Imaging Chennai, I facilitated the implementation of innovative ideas through the Idea Jam program, significantly enhancing productivity and eliminating waste. This role led to my elevation as a team leader, overseeing a team of 8 members, managing vendor relationships, and addressing design concerns with sellers.

Participating in global projects with the J.F.K Amazon photo studio team, I contributed to enhancing customer experiences for luxury designer brands like Michael Kors, Marc Jacobs, COACH, and Prada, earning recognition in the 2017 town hall meet.

Transitioning to UI design for Amazon Prime Video India in 2018, I crafted wireframes and designed web banners for Amazon Originals such as 'The Family Man – Season 1,' 'Breathe,' 'Mirzapur,' 'Vella Raja,' and 'Ponmagal Vandhal.'

In 2021, driven by a desire to expand my UX skills, I joined Trane Technologies, Bangalore. Leading the UI design for Trane commercials in heating and cooling systems, I curated a visually pleasing and user-friendly experience, incorporating relevant icons, typography, and a thoughtful color scheme.

In 2022, I joined KnackForge Soft Solution as a Senior UI/UX Designer. I contributed to diverse projects, including CloudEyes and the Social Score Keeper app, designed for long-distance parents to watch their children play sports. Responsibilities also included crafting impactful social media posts to promote the organization's initiatives. Throughout my career, I've maintained a passion for staying current with industry trends, embracing emerging technologies, and advocating for user-centric design principles. This commitment has fueled continuous improvement and innovation, fostering a culture of creativity and excellence.

WORK EXPERIENCE

Senior UI/UX Designer

KnackForge Soft Solution., Chennai

07/2022 - Present

Achievements/Tasks

Project 01: CloudEyes, KnackForge

- Dashboard Design: Created a comprehensive UI for CloudEyes at KnackForge
- Feature Integration: Integrated numerous features and implemented meticulous data categorization for accurate cost insights
- Expense Management Tool: Developed CloudEyes for easy tracking and management of AWS expenses
- Project Impact: Recognized for success at the "Howdy Partner" AWS event; currently leading development of CloudEyes version 2.0

My Responsibilities:

I designed an intuitive dashboard for CloudEyes, KnackForge's AWS expense management tool. This encompassed a wide skill set, including UI/UX design, wireframing, prototyping, and data-driven design decisions. We gained recognition at a significant AWS event. Now, I lead CloudEyes 2.0's development, simplifying cost data for user control.

Technology Used:

Adobe Photoshop, Adobe illustrator, Adobe XD, Adobe After Effects, Adobe Premiere Pro, Invision, Balsamiq.

Project 02: RCM, KnackForge

- Collaboration with RCM: Partnered with RCM, a leading communication software provider in the USA
- Client-Centric Approach: Conducted extensive client discussions to craft a compelling UI/UX design
- Positive Impact: Resulting design received positive feedback, showcasing RCM's transformative approach to communication and concierge services

My Responsibilities:

Creating User Journey Maps, Mood Boards, UI/UX Design, Wireframes, Prototyping, Real Time Surveys, Visual Design, Brand Promotions.

Technology Used:

Adobe Photoshop, Adobe illustrator, Adobe XD, Adobe After Effects, Adobe Premiere Pro, Invision, Balsamiq.

Project 03: Social Score Keeper, KnackForge

- App Development Leadership: Led the development of "Social Score Keeper," connecting distant families with children's sports activities
- Interactive Features: Allows remote score updates, image uploads, live game clips, and an interactive fan section
- Enhanced Family Engagement: Offers game scheduling with calendar integration, a valuable tool for distant families to actively engage with their children's sports journey
- Led "Social Score Keeper" app development for remote family engagement in children's sports. Enabled real-time updates, media sharing, and chat notifications

My Responsibilities:

Creating Wireframes, Prototyping, Real Time Surveys, Visual Design, Data-Driven Design Decisions, Social Media Promotions.

Technology Used:

Adobe Photoshop, Adobe illustrator, Adobe XD, Adobe After Effects, Adobe Premiere Pro, Invision.

Senior UI/UX Designer

Trane Technologies., Bangalore
06/2021 – 07/2022
Achievements/Tasks

Project 01: Trane Commercial HVAC, Trane Technologies

- UI Enhancement for Trane Commercials: Led a project to enhance the user interface (UI) design for Trane commercials in heating and cooling systems
- User-Friendly Outcome: The careful selection and incorporation of relevant icons, typography choices for readability, and a thoughtful color scheme contributed to a visually pleasing and cohesive, user-friendly experience

My Responsibilities:

Creating User Journey Maps, Wireframes, Prototyping, Visual Design, UI Design, Surveys.

Technology Used:

Adobe Photoshop, Adobe illustrator, Adobe After Effects, Figma.

Senior Imaging Specialist

Amazon., Chennai
03/2013 – 06/2021
Achievements/Tasks

Project 01: Collaborative Initiatives and Process Improvements at Amazon Studios, Amazon

- Collaboration with North America Team: Actively collaborated with the North America team located at JFK during my tenure
- Process Improvement Leadership: Worked alongside Amazon Studios' leadership to enhance the visual appeal of products on the website, consistently proposing and implementing process improvement initiatives using Kaizen principles, showcasing a commitment to elevating efficiency and quality standards
- Commitment to Efficiency and Quality: Demonstrated steadfast commitment to elevating efficiency and quality standards within Amazon Studios

My Responsibilities:

Creating User Journey Maps, Wireframes, Prototyping, Visual Design, UI Design, Surveys.

Technology Used:

Adobe Photoshop, Adobe illustrator, Adobe After Effects, Adobe XD, Invision.

Project 02: Strategic UI Enhancements at Amazon Prime Video, Amazon

▪ UI Leadership at Amazon Prime Video: Led UI enhancements, introducing features like customizable profile pictures and "coming soon" titles. Addressed user issue with a "back in" titles feature, providing clear information on movie availability

▪ Data-Driven Decisions: Conducted analytics on UI enhancements from OTT competitors. Made data-driven decisions to improve the Amazon Prime Video interface

▪ Enhanced User Experience: Improved user experience by enabling users to view more movie titles with reduced scrolling

▪ Process Improvement Leadership: Worked alongside Amazon Studios' leadership to enhance the visual appeal of products on the website, consistently proposing and implementing process improvement initiatives using Kaizen principles, showcasing a commitment to elevating efficiency and quality standards

▪ Commitment to Efficiency and Quality: Demonstrated steadfast commitment to elevating efficiency and quality standards within Amazon Studios

My Responsibilities:

Creating User Journey Maps, Wireframes, Prototyping, Visual Design, UI Design, Surveys, iconography, illustrations.

Technology Used:

Adobe Photoshop, Adobe illustrator, Adobe After Effects, Adobe XD.

CERTIFICATION

Advance Animation and Visual Effects, *Animation Mentor, 2017*

UX Immersion, *CareerFoundry, 2022*

Master Digital Product Design: UX Research and UI Design*, Udemy, 2023*

ChatGPT Mega Course: Midjourney, Adobe Firefly AI, ChatGPT, *Udemy, 2024*

Figma UI UX Design Advanced *Udemy, 2024*

REWARDS AND RECOGNITION

Think Big,
Amazon, 2015

Received recognition for collaborating with the JFK Amazon Studio team on a project aimed at enhancing the customer experience for luxury handbag shopping on the Amazon website. Restructured the product photography style to provide customers with a more informative and visually appealing shopping experience.

Invent and Simplify,
Amazon, 2017

Received recognition for integrating new icons and features in Amazon Prime Video, enhancing the user interface and focusing on improving the overall customer experience.

EDUCATION

B.Sc., Visual Communication
Madras Christian College, 2012