



Vishal C. Jadhav

Sr. UI/UX Consultant, Design Strategist & Entrepreneur

Co Founder & Managing Partner @ Prismic Reflections Web Solutions LLP, India

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Profile:

More than 12 years of experience in Web & Mobile Product UX Strategy, Planning and UI Designing, I am a self taught creative professional & entrepreneur.

Having deep interest, passion & love about Digital Design, I am more keen to explore the possibilities of taking businesses ahead with better design solutions & better engineering.

Proven history of my engagement in start ups & successful brands for planning, consulting, strategy, information architecture, visual branding, UX based wireframing, user flows, simple yet engaging interface designing, data visualization & final deployment.

As an entrepreneur, successfully running user experience design studio, I evolved & excelled in my inner qualities like team leading, inspiring, refining process, productivity improvement & talent engagement.

Skills:

<i>Analysis</i>	<i>Solution & Planning</i>	<i>Design & Art Direction</i>
<ul style="list-style-type: none">● Requirement analysis● Competitive analysis● Online research● Business Goals &	<ul style="list-style-type: none">● Design & UX strategy● Information architecture & User flows● UX Based wireframing	<ul style="list-style-type: none">● Creative Concepts & Art direction● Brand Identity Design & Style guide

<p>Objective</p> <ul style="list-style-type: none"> • User Challenges & Problems • User metrics, site traffic data • Design Audit 	<ul style="list-style-type: none"> • Design & Social Media Strategies • Project Scoping & Milestones • Delivery & release planning 	<ul style="list-style-type: none"> • UI/UX Design for Websites • UI/UX Design for Mobile • Unique Icon & Visual asset design
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Tools:

Pencil, Paper, Adobe Photoshop CC, Adobe Illustrator CC, Adobe Dream weaver CC

Usability Testing tools: services like usertesting.com,

Prototyping Apps: Lean Canvas, UXPin, Invision, JustInMind, MS word, MS Excel

Work Experience:

Prismic Reflections Web Solutions LLP, India (formerly know as Prismic Reflections™)

Co Founder & Managing Partner

Duration: **12+ Years** (2003 - Till the date)

Projects: Hands on experience on **500+** Branding, Communication design, Web & Mobile design development projects

Responsibilities & Work Scope:

Design strategy, User Experience & Interface Design and Branding & Communication Design

Core Strengths

- Analysis: Business, Product/Services, Competitors & User research
- UI/UX Consulting & Design for Web & Mobile products
- Creating visual Identity & style guide for businesses, products, websites, apps & individuals

- Web consulting: Planning for strategic website design & development at small, medium & large scale business
- Taking ownership of the user experience design strategy and execution across the applications and products
- User Centered Interface Designs for web & mobile products
- Gathering metrics about usage statistics, web page traffic, plan & implement the solutions to improve the usability.
- Client communication, design presentation & discussions

Awards & Recognition:

CSSDA Nominee

Nomination for Web Presence created for Prismic Reflections Web Solutions LLP, on CSS Design Awards

29 Oct, 2015

My Role: Concept, Art direction & Designer

CSSDA Nominee

Nomination for Web Presence created for Karda Construction, on CSS Design Awards

10 Oct, 2012

My Role: Concept, Art direction & Designer

DesignFirms™ Web Awards by Design Firm

Prismic Reflections™ has won the February 2011 DESIGNFIRMS™ WEB AWARD

My Role: Sr. Designer & Art Director of the company

CSSDA Nominee

Nomination for Web Presence created for Bridgewater Nigeria LTD, on CSS Design Awards

19 Dec, 2010

My Role: Information architecture, Concept, Art direction & Lead Designer

Design Mention on AWWWARDS Nominee

Nomination for Best Web Presence created for Prismic Reflections, on AWWWARDS.com

Year 2010

My Role: Information architecture, Concepts & Creative direction

Site of the day (by WebNewly)

Won the Site of the day for ISDTIndia.com

August 29, 2010

My Role: Concept, Art direction & Lead Designer

Projects:

Partial list of selected projects I handled in my so far professional career.

(List excludes: Other industries/domains & project handled under NDA)

Afya Arabia

<https://www.afyaarabia.com>

Afya a consumer friendly Healthcare Exchange in MENA. It brings together world-class ICT products & services covering b2b, b2b & c2c E commerce transactions. The challenge in crafting user experience for Afya was to design a digital platform where care providers, care payers, government & people can collaborate and understand the common language of the platform and get benefited from the same. After analyzing the basic idea & requirement. We had a detailed round interviews with stakeholders, product managers & development team so we can align the UX strategy at both the side.

Case Study: <http://www.prismicreflections.com/afya-portfolio.html>

Credila Financial Services

<http://www.credila.com> (desktop) | <http://www.credila.com/m/> (mobile)

Web presence design for India's 1st Dedicated Education Loan Specialist. Focusing on Students & Parents for their finance needs for higher education with in India, USA & Abroad.

My Role: Requirement Analysis, User Research, Information architecture, User flow, UX base wireframing, Style guide, Website planning, Visual Design, Final Deployment & on going maintenance & enhancements

Case Study: <http://www.prismicreflections.com/credila-portfolio.html>

3D Talent: Its Your Skills

<http://www.usawaterviews.com>

Talent is by far the most complex areas for one create structures & data-fy. Complexity arises from two different directions. One, the dimensions that go into ones talent & Two, the data value within the skills. IYS (product of 3D Talent Services) tries to address these challenges by taking a particular approach. It has created a illustrated template on the dimensions, broken down the talent into skills & built an exclusive skill database.

My Role: Requirement Analysis, Ideas & Solutions, Information architecture, User flow, UX base wireframing, Branding, Style guide, Website planning, Visual Persona, UI/UX Design Lead & Final Deployment.

Case Study: <http://prismicreflections.com/3d-talent-portfolio.html>

Horse Properties

<http://www.horseproperties.net>

Horse properties premier equestrian estates website of the real estate industry, website connects the horse enthusiast with a knowledgeable Real Estate agent.

My Role: Requirement Analysis, Ideas & Solutions, Information architecture, User flow, UX base wireframing, Branding, Style guide, Website planning, Visual Persona, UI/UX Design Lead & Final Deployment.

Samraat Group

Samraat Group is recently honored as the 'Indian Power Brand at Las Vegas', USA and chosen as one amongst 'The 100 fastest growing brands in India'. Original from Nashik (Maharashtra, India) Samraat Group is pioneer in building residential & commercial real estate properties in Nashik (One of the fastest growing city in Asia)

Website: <http://www.samraatgroup.com/home.html>

My Role: Requirement Analysis, Ideas & Solutions, Information architecture, User flow, UX base wireframing, Branding, Style guide, Website planning, Visual Persona, UI/UX Design Lead & Final Deployment.

Case Study: <http://www.prismicreflections.com/samaraat-portfolio.html>

Adhya Group

ADHYA Builders are well renowned construction company based out of New Mumbai, Vashi.

<http://www.adhyagroup.com>

Bridgewater Nigeria Ltd.

Bridgewater Nigeria Limited, newly established international direct sales company that deals in import/export of consumer products.

<http://www.bridgewaternigeria.com>

My Role: Requirement Analysis, Ideas & Solutions, Information architecture, Branding, Style guide, Website planning, Visual Persona, UI/UX Design Lead & Final Deployment.

Other UI/UX Design Projects

Please visit

<http://www.prismicreflections.com/our-work.html>

Education:

ADIM - Advanced Diploma in Multimedia (Computer Graphics & Animation)

from Arena Animation Academy, India

Bachelor of Commerce

for B.Y.K. College of Commerce, Nashik, India

Personal Interest:

Deep interested in spiritual practises, Yoga, readings, mental & physical fitness.

Photographing scenes, people & objects

Volunteering for Social causes & NGOs

Love to play Tabla (Indian Music Instrument)

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