

PUJA BAKSHI

User Experience & Visual Design

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PORTFOLIO www.pujabakshi.com

PHONE 646-643-7332

LOCATION San Francisco

EXPERIENCE

PRODUCT DESIGN LEAD *Aug. 2016 – Present*

IBM Design, San Francisco

IBM Blockchain

- Apply key principles of Enterprise Design Thinking that focus on real-world outcomes for the end user
- Create user-centered experiences that test Blockchain technology in the Supply Chain logistics field
- Deliver UX documentation and artifacts in two week sprints
- Prototype low/high fidelity wireframes, demonstrating interaction & UX flows that meet functional requirements
- Share in-progress design work through regular and frequent standups and playbacks
- Work in collaboration with clients, product managers and developers in an Agile environment

SR. USER EXPERIENCE DESIGNER *Feb. – July 2016*

JPMorgan Chase, San Francisco

Digital Customer Experience (dCE)

- Interaction and Visual designer for Chase Mobile app (iOS and Android devices)
- Responsible for delivering user-friendly designs for mobile and web based financial services applications

LEAD ART DIRECTOR / UX DESIGNER *2012 – 2016*

Epsilon (formerly SolutionSet), San Francisco

Digital Experience Team

- Lead designer across web, mobile, email communications and social initiatives for Google AdWords, Apps for Work, Google Maps and Wallet
- Developed responsive web components that align with product goals and a compelling user experience
- UX deliverables included personas, sitemaps, user flows, content strategy and wireframes
- Worked closely with cross-functional teams including product, account, creative and development

PRIOR EXPERIENCE *2004 – 2012*

- *Art Director at Havas Worldwide (formerly Euro RSCG), Chicago*
- *Designer at VSA Partners, Inc., Chicago*

EDUCATION

Master of Arts Management, Visual Arts Management

Columbia College, Chicago 2008 – 2011

Bachelor of Fine Arts, Graphic Design

Academy of Art University, San Francisco 1999 – 2002

SKILLS & EXPERIENCE

- [Enterprise Design Thinking Co-Creator](#)
- Passion for design and a good command of visual design principles and capabilities
- Ability to convey interactive experiences via sketches, wireframes and prototypes
- Application skill set: [Sketch](#), [InVision](#), Adobe CC (XD, Photoshop, InDesign, Illustrator)

References available on request.