

Aboli Deshpande

PMP Certified UX/UI Designer

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Project experience

2023-07 - 2023-07

UX/Product Designer | 80 Hours

Nail It, Capstone Project | Calgary AB, Canada

Designed an end-to-end task management mobile application (MVP) to help kids with ADHD condition manage and complete their tasks on time. Studied competitor products and industry trends. Analyzed user feedback and implemented changes to product design to influence future UX updates. Participated in design review meetings to brainstorm new UX developments through collaborative thinking. Identified and documented technical factors impacting interface performance.

2023-06 - 2023-06

UX/UI Designer | 80 Hours

Spotify, Capstone Project | Calgary AB, Canada

Added Spotify Live+ feature that allows watching concerts on Spotify app. Studied and implemented Spotify design system and conducted thorough research to empathize with the users and simplify user experience. Conducted user interviews, competitive research, and comparative research methods to continuously improve end-user experiences. Created wireframes, user flows, task flows, prototypes, and mockups to visualize design concepts. Performed manual testing on UX design elements and complete UX designs, authoring feedback reports for use in future updates.

2023-06 - 2023-06

UX/UI Designer | 80 Hours

Health And Hygiene, Capstone Project | Calgary AB,

Designed a responsive dashboard for the management team to enable data interpretation briefly on a daily basis. Digitized volunteer management feature and designed user interface for simplifying processes. Converted abstract ideas and requirements into user personas and storyboards. Conducted live user testing of components and functionality to evaluate effectiveness of designs and enhancements. Devised site maps and mockups for designs based on proven methodologies and end-user feedback. Drove UI requirements through to implementation, complete with accurate sizing estimates and task breakdowns.

2011-07 - 2014-11

Senior Manager, Digital Sales and Marketing

Sony Music Entertainment India Pvt. Ltd.

Collaboratively worked with the developer on user interface to enhance the user experience for Sony Music App. Conducted market research to identify customer needs and preferences. Identified and suggested cost improvement changes and cost savings plans to increase company savings. Increased profit by 18% and earned 7 corporate sales projects within a year. Managed unexpected challenges with strong decision-making skills.

Skills

Figma | Information Architecture | Wireframing and Prototype Design | Usability and Accessibility | User Interface (UI) Design | Whimsical | Mockups

Certification

2023-08

UX Academy and UX Academy Foundation, Design Lab

2023-03

UX Academy Foundation, Design Lab

2019-08

PMP (Project Management Professional), PMI

Education

MBA: International Business Management
United Business Institutes - Mumbai, MH India

Bachelor of Commerce: Financial Accounting and Auditing
University of Mumbai - Mumbai, MH India

Additional Work Experience

Team Lead, Administrative Support: 2020-12 to 2022-07
Alberta Health Services, Calgary AB, Canada

Project Manager, Virtual Reality: 2018-05 to 2020-05
Intonovus Canada, Calgary AB, Canada

Assistant Manager, Commercial & Procurement: 2015-01 to 2016-08
Star TV, Mumbai MH, India

Interests

Travelling | Upgrading skills | Learning new skills | Technology

Languages

English | Hindi | Marathi