

Ritu Maghera : <http://www.ritumaghera.com/WebDesign2014.html>

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UX/UI design, strategic business analysis, and marketing for web/digital solutions

SUMMARY

- 10+ years of UX/UI web/digital design, information architecture, marketing and brand management
- Specialization in GUI (Graphical User Interface), UX (User Experience)/UI (User Interface) design, wire-framing, prototypes, mockups, and workflows
- Expertise in providing quick business solutions by offering design, technology, and procedural analysis
- Excellent ability to conceptualize, communicate, and resolve business needs with high quality visuals, innovative interactive solutions
- Strong client relationship development by efficient collaboration, clear communication, and consistent deliverables, establishing sustainable web applications, content IA, and information management
- Proficient in anticipating business needs, project budgeting, creating informative visuals, applying technology, while meeting time sensitive deadlines
- Client list includes: Government Agency, IT Solutions, Construction, Non-Profit, Legal Firms, Insurance Agency, Financial Firms, Architecture Firms, Interior Designers, Baked Goods, Artists, and Charities
- U.S. and Canadian Citizen

EDUCATION

George Mason University: Fairfax, VA | 8/98 – 12/01

- B.A. Web Design/Development; Double Minor Multimedia and Information Technology
- Dean's List, Member of Gold-Key Honors Society

Parsons New School of Design: New York, NY | Summer 2001

- Intensive design program in graphic design, illustration, advertising, marketing, and fashion

COMPUTER SKILLS

Web Design/Development: HTML5, XHTML, PHP, CSS3, DHTML, JQuery JavaScript, JSON, Heroku, Ruby

Software: Creative Suites C6/cloud, Word Press, MS Office, Prototyper, Axure Pro. 6.5, Remedy, GitHub, Marketo, Bootcamp, Hubspot, Sales Force, Camtasia, JustinMind/prototyper

Operating Systems: Mac OS X Version 10.7.4, Microsoft Windows 7, Oracle & MySQL database

Methodology: Agile, JAD

CAREER ADVANCEMENT

- Instructor in training for Learning Tree Technology courses in HTML5, CSS and User Interface Design
- Active industry community member

PROFESSIONAL EXPERIENCE

Consultant / Freelance : Washington, DC

GangBox: Washington, DC - 4/2014

- Designed and created original software mockup, wireframes and marketing messaging
- Provided in depth hiring process and user experience analysis applied to new software design layout

Business Analyst / UX/UI Consultant - DHS (Dept. of Homeland Security) Alexandria, VA | 12/13 - 2/2014

- Collaborated with CBP (Customs and Border Protection) SME's (Subject Matter Experts) to determine work flows and system requirements for new cargo release software
- Applied JAD methodology using JustiInMind prototyper software to create DSDM (Dynamic System Development Method) elements for developers and presentation visuals for new ACE and Cargo software
- Work on responsive and liquid UX/UI design wireframes for new Manifest platform
- Worked in an Agile business process environment to ensure efficient and sustainable product development

UXUI Web Design - EverFi: Washington, DC | 8/13 - 11/13

- Established new IA and navigation for corporate website incorporating, previous company, missing and new content after researching and providing a business analysis solution to current information display
- Brainstorm, conceptualize, determine needs and solutions for multiple audience website
- Conducted website usability testing and SEO analysis on user trends and interaction to determine market research determine new UI Website Design and Information Architecture
- As Primary contact for all creative services;
 - Determined request procedures to managing all web, marketing collateral, sales, and presentations needs
 - Used Bootcamp Project Management software to keep effective organization and communication for all projects, resulting in more effective output and requiring less resources with less time
 - Proactively re-evaluated and adjusted priorities to meet various deadlines determined by executive meetings, sales presentations, school team webinars and marketing events
- Worked with the software engineers using GitHub, Heroku and RubyonRails to maintain external website
- Provided design consultation for and designed UI wireframes and mockups for the corporate website and learning software products providing UXUI design solutions

Web Project Manager / UXUI Consultant - Federal Aviation Administration: Washington, DC | 11/12 - 8/13

- Promoted to Web Manager from Web Lead after only 7 months of employment
- Managed two developers, workflow, web content and application development using Cold-Fusion
- Primary contact for all web changes for largest department in the FAA external website <https://www.faa.gov/> and intranet website <https://employees.faa.gov/>
- Performed ROT (Redundant Old and Trivial) content analysis to determine IA and content migration
- Determining which requests need my analyzation and direction, such as wireframes, new templates, etc. and which are forwarded to developers and content managers
- Conducted usability testing on MYFAA.gov interanet pages for content and user response analysis
- Conducted regular follow ups and present myself as a resource to help Developers and CM to assist in communication with the client for requirements and specifications and problem solving and quality control
- Provided Ominture web traffic data analysis providing hits per-page statistics; demonstrating higher user interaction and activity resulting from the new procedures established as the new Web Manager and determining content prioritization for new Adobe CQ5 content management system
- Redefined and streamlined web update procedures, cutting production time in half
- Created wireframes/prototypes to illustrate interactive and dynamic functionality for web-based applications while
- Collaborated with larger communications department to define project goals complete strategic vision
- Conveyed and visually communicate abstract technical terminology into feasible web presence and user friendly digital marketing solutions for a variety of clients in various environments including but not limited to: traveling pilots, air traffic controls, headquarters employees, and the general public
- Maintained working knowledge of HCI, UX design, 508 Compliance, Web Standards

UXUI / Web Design Manager - Inter-American Development Bank: Washington, DC | 9/08 - 9/12

- Reported to the Chief of IA and managed all Content Management requests, template designs, Information Architecture(IA) designs, and website implementation
- Provided Nielsen's Market research to determine IA, Navigation, and Content guidelines and standards
- Worked directly each department to determine content prioritization and organization
- Managed all Dot Net Nuke (DNN) Intranet Content Management Systems (CMS) requests for about 25 internal departments as primary IT DNN Administrator
- Provided creative direction, layouts, and wireframfor Sharepoint collaborative communities
- Managed an average of 5 websites at a time with multiple clients and requests ranging from new development with interactive widgets, content changes, or DNN and CM trainings for international country offices in South America and the Caribbean
- Managed all Intranet website change requests through ITE Help Desk Dot Net Nuke website
 - Managed all requests received by the website request form processed through the Remedy software
 - Determine requirements and specifications for all DNN requests before delegating responsibilities and

timeframe for myself and developers to meet client expectations

- Determine the IA of the type of requests users have, the questions they have, and the information we need in IT to determine how to resolve the issue
- Worked directly with developers to determine request procedure, automatic information population for internal users using one-time login, security request authentication, and international travel login
- Consulted face-to-face with internal clients to determine business needs and requirements, develop unified brand messaging, progressive websites, website architecture and digital content
- Established request procedures, timelines, budgets and scope of work for all new internet site requests
- Collaborated with Vice Presidents, Department Managers, Programmers, and various employees to determine best practices, standards, product/service efficiency, and budgets for all DNN requests
- Worked closely with DNN and Sharepoint developers to define CSS, custom applications, and guidelines
- Provided research analysis to develop webMethod solutions and content management workflow
- Determined UI/UX design, CSS, standards, and requirements for new DNN CMS initiative by creating wireframes and mockups for developers
- Engaged in periodic best web standards, digital media trends, and compliance requirements
- Provided webinar trainings for all HQ and international employees and individual support for clients
- Managed a collaborative working community for all website administrators to engage in progressive conversation to enhance the Bank's DNN capabilities, resources, and functionalities

Marketing Manager - Hess Construction + Engineering Services: Gaithersburg, MD | 11/06 – 8/08

- Directly assisted and reported to the VP of Educational Services and Facilities by:
 - heading client development research and maintaining client relationships,
 - managing the marketing and advertising department by: balancing marketing budget, establishing procedures, providing cost efficient solutions, and creative problem solving for marketing initiatives
 - managing corporate brand strategy, communications messaging, and all marketing media

Managed:

- corporate rebranding initiative: Logo, tagline, all marketing collateral
- branding, marketing ,advertising, public relations, communications, and graphic design needs
- and delegated marketing responsibilities to Marketing Coordinators
- media request, marketing, and public relations for construction project milestones by developing unique but unified, press releases/kits, advertising, and photography targeting publication focuses while meeting submission deadlines
- marketing and production room work-flow, budget, and efficiency
- corporate site events, trade shows, town-hall meeting, client meetings, and site tours

Designed and Developed:

- corporate marketing strategy: tagline, stationery, brochures, press kits, invitations, social media presence, print/digital announcements, advertisements, presentations, postcards, corporate covers, calendars, direct mailers, handouts, project site building signs, etc.
- created new website by developing new design, IA, content, and HTML code/pages for a complete website
- unique templates for all office needs to ensure consistency in corporate representation
- collaborated with owners and colleagues to write and develop communication for all marketing efforts
- direction, dialog, and messaging of the HESS corporate video
- and maintained website
- long-lasting, trusting, and productive relationships with vendors to ensure product quality

Consultant / Freelance : Washington, DC | 9/07 – 5/13

<http://www.ritumaghera.com/rm2013web.html>

Red Lily, LLC: Washington, DC - 2013

The Healthy Weigh - 2012

Sweet Tooth: Arlington, VA - 2011

Strategic Solutions Group: Washington, DC - 2006

- Designed and created original logo, business cards, and company branding for custom design studio
- Designed and developed website: Created in HTML5

- Determined business overhead startup costs, supplies, manufacturing, and production costs
- In-depth market research in consumer behavior and analytics to determine AI and UX/UI design
- Developed corporate identity guidelines, standards, and user guides according to client's specifications
- Clearly translated technical functionalities to visuals helping the client to determine navigation and AI

DJA & Associates: Washington, DC - 2006

- Designed layout and helped develop content for United States Department of the Navy Small Business Technology annual publication, information brochure, and business cards
- Re-created United States Department of the Navy logo illustration for publication materials
- Provided technology, marketing, and design support for all areas of the company

Web Graphic Designer - Fentress Architects: Washington, DC | 2/06 - 9/06

- Managed branding and graphic design for all print and digital media
- Managed corporate website, photography and all marketing/communications requests
- Primary Public Relations contact - wrote and disseminated press releases, kits, and marketing materials and campaigns
- Developed innovative marketing collateral and advertising templates using Adobe CS, Macromedia, AutoCAD, while maintaining brand consistency
- Managed digital photography, illustrations, and renderings library
- Disseminated information regarding active projects to media and publication contacts by creating innovative print and digital material media as the in-house graphic designer

Paralegal - Clifford Chance: Washington, DC | 12/03 - 1/06

- Managed and prepared important case documentation, files and materials for various legal matters

Brand Manager / Graphic Designer - Pear-Sun Designs: Bethesda, MD | 2/03 - 11/03

- Managed all branding, graphic design, marketing, advertising, public relations, communications needs
- Created digital and print portfolios for marketing, tradeshow and sales purposes
- Managed and created digital imagery for original home decor art pieces
- Managed incoming orders, production process, shipping, supplies and quality control

Technical Designer / Digital Production - Gannett USA Today: Washington, DC | 7/02 - 1/03

- Performed technical web programming, banner ads, and design layouts according to corporate standards using SQL tables, HTML, and JavaScript
- Analyzed traffic data click through rates to estimate productivity and user interaction

Lead Graphic Designer - Link!: Rosslyn, VA | 8/00 - 11/02

- Managed corporate client accounts to ensure effective communications for each project's unique focus
- Created and designed original logos, web design, and print work for various companies and assisted in all marketing needs

Internship Web Design - The Bivings Group: Washington DC | 3/00 - 8/00

- Learned and assisted in CSS, HTML, and Java Web design and development