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|  | |  | | Surabhi Mathur | |
| Profile A UX/UI Designer with 7+ years of experience, specializing in Design System, User Experience, Visual design, and User Research. Strong communication & organizational skills. Contact **PHONE:**  **408-480-0417**  **PORTFOLIO:**  [**https://www.mathursurabhi.com/**](https://www.mathursurabhi.com/)  **EMAIL:**  [**surabhimat@gmail.com**](mailto:surabhimat@gmail.com)  **LINKEDIN:**  [**LinkedIn**](https://www.linkedin.com/in/surabhi-mathur/)  **AUTHORIZATION:**  **US Citizen** SKILLS **Design:** UX/UI Design, Visual Design, Mobile App Design, Product Design  **Design Methods:** Branding, Persona, Storyboarding, Wireframing, High Fidelity Mockups, Prototyping, Navigation Schematics, Typography, Illustration  **Tools:** Sketch, Axure, Figma, Zeplin, Adobe Creative Cloud, Illustrator, Photoshop, InDesign, After Effect, Invision.  **Coding:** HTML5, CSS, JavaScript, ReactJS, Angular EDUCATION **MIT Management Executive Education**  Mastering Design Thinking  June 2024 – Present  **MIT Computer Science and Artificial Intelligence Laboratory**  Designing Artificial Intelligence (AI) products  July – September 2021  **MIT Computer Science and Artificial Intelligence Laboratory**  Human-Computer Interaction (HCI) for user experience design  September – November 2019  **University of California Berkeley Extension, Berkeley, CA**  Professional program in web development and design, full-stack web development, HTML5, CSS, JavaScript  March – August 2019  **University of California Santa Cruz (Silicon Valley Extension), Santa Clara, CA**  Certification in user experience and web design for the interactive web  September 2017 – September 2018  **Board of Technical Education and Polytechnic for Design, Jodhpur, India**  Diploma in textile design and certification in fashion design  March 1998 – December 2002. | |  | | UX/UI Designer | Design system leadWORK EXPERIENCESenior UX/UI Designer, Polaris Wireless, Santa Clara, CA August 2022 – Present   * Developed and executed UI Design System for a software-based wireless location solution. * Collaborate with a team of designers and developers to maintain design consistency and coherence across product development. * Created wireframes, screen flow diagrams, and UI specs documentation. * Leading design reviews and presented intuitive, usable, and engaging Android mobile app experiences and interfaces.  Senior UX/UI Designer, Ramashram.org April 2020 – December 2021   * Redesigned a website for a non-profit organization dedicated to promoting meditation and yoga. * As a user-centered designer addressed pain points such as releasing brain anxiety & finding inner peace. * Used both quantitative & qualitative data to solve the problem. * Lead the team to develop & maintain the internal style guide and implemented new design patterns in web and mobile apps. * Responsible for User Research, Information Architecture, Interaction and Visual Design, Prototyping, and User testing across web & mobile apps. * Demonstrated strong communication and collaboration with cross-functional teams, stakeholders, engineers, and product managers.   **UX/UI Designer, Hindi Ki Duniya School, Sunnyvale, CA**  October 2018 – February 2020   * An organization teaches Indian language Hindi vocabulary, grammar, or conversational skills to a multilingual network. * Organized the website content and flow, creating usable structures using persona, storyboarding, and wireframes. * Worked with the UX development team to develop group lessons, dialogues-related exercises, and grammar notes. * Proposed new features and areas of improvement to the site map for Hindi phonology and pronunciation, common phrases, and grammatical constructions. * Ability to work with a diverse set of audiences, including schools, educational enterprises, and businesses.     **UX/UI Designer, WhatASaver, Alameda County, CA**  March 2018 – September 2018   * ‘WhatASaver’ is an Android app that aims to assist residential water consumption usage & potential saving. * The research conducted on the user group identified that the primary concern was to reduce water bills and raise awareness on recycling methods. * Custom-tailored feature allows users to take pictures of their appliances’ specifications, which the app then matches with the projected average usage data from its database. * Designed custom & compelling layouts, logos and wireframe models, high-fidelity mockups and worked with a team of designers and developers to drive polished design to implementation.   **Product Designer, Matprish Solutions, Fremont, CA**  April 2016 – December 2017   * A B2B portal needed an update on its customer interface within a tight timeline & unique value. * Performed User Research and usability studies on complex workflows to identify ways to improve traffic through the social site, customer behavior with brands that resonate with them, supply shortage, and demands. * Prototype testing of new concepts and evaluating performance in cross-functional teams, * Extensive use of Adobe Creative Cloud including Illustrator, Photoshop, XD.   **Product Designer, Mulberry Neckwear, Richmond, CA**  January 2006 – May 2008   * Designed a necktie for the Jerry Garcia brand and was reviewed and accepted for its Spring 2007 collection. * Improved usability experience across the company platform using UX best practices and core principles, collaborating with product design teams, and creating prototypes and visual designs. * Showed leadership strength in creating UX assets, such as wireframe models, prototypes, interaction flows, sketching, design layout, and storyboarding using Adobe CS3 Illustrator and Photoshop.   **Technovation Girls: Technology and Entrepreneurship for Girls**  **Mentor**: 2019 – Present   * Provide mentorship to a team of girls in the Technovation Girls program, helping them understand and apply key concepts in technology, entrepreneurship, and problem solving. * Teach and guide them in app development, coding, business planning, and presentation skills to ensure they successfully complete their projects. | |