

# DEVANSHU NARANG

28, Creative Director, UI/UX Designer

214 Price Ave Apt I-21, Narberth, PA 19072

[devanshunarang@gmail.com](mailto:devanshunarang@gmail.com) • [www.dnarang.com](http://www.dnarang.com)

---

## PROFESSIONAL PROFILE

- Specialist in Web & print design; 8+ years of experience in the management of the complete design process, from conceptualization, to execution, to delivery
  - Passionate about stretching the boundaries of web and print design and digital storytelling to help my clients' brands shine
  - Excellent with client onboarding, management, and internal process creation
  - Multilingual expert at interdepartmental coordination, communication, and mediation
  - Highly skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign, DreamWeaver)
  - Proficient with CMS (Wordpress, Drupal), Information Architecture and Wireframing for Ruby on Rails and other MVCs using Sketch, InVision
  - Adept at Lead Gathering and Organization, developing Sales Funnels, and Customer Satisfaction strategies using CRMs (SalesForce, InfusionSoft, Zoho, Insightly)
  - Skilled in UI/UX Design, Wireframes, Prototypes, Journeylines, HTML, CSS, Webmaster Tools
  - Experienced working with Waterfall, Agile, and Scrum
  - Confident in understanding of JavaScript, PHP, MySQL, Automation
  - 4+ years of SEO strategies, AdWords, SEM, PPC, Email & Social Media Marketing
  - 3+ years experience in motion graphics (AfterEffects, Premiere Pro)
  - 15+ years Microsoft Office and hardware skills with Macs and PCs'
- 

## PROFESSIONAL EXPERIENCE

### **NEXT LEVEL TECHNOLOGIES, SIOUX FALLS, SD**

*Creative Director and Lead Designer, Jun 2017 - present*

A full-service web development agency devoted to the well-planned execution of customized websites, softwares, direct and digital marketing campaigns

- Oversee a design team, working primarily on building our customer base across web and mobile platforms

- Provide thought leadership and drive visual design, front-end interactions by combining industry best practices with your own expertise and insights about human behavior
- Define end-to-end experiences, from concept through execution, that anticipate and fully satisfy specific customer needs
- Establish a strong visual direction that communicates and supports overarching UX strategies and our brand identity
- Produce concepts and designs that are inspired, fresh and engaging
- Function as a team leader in ideation and concept explorations, as well as partner with marketing, brand, and other internal business units to define product strategies and business requirements
- Collaborate with other UX teams, including usability and in-market analytics testing, SEO optimization, prototyping, front-end development and CMS operations
- Develop consistent user experiences across all platforms based on proven methodologies and research, while adhering to design, language and style guides
- Appreciate the unique premise of self-service and develop strategies, concepts and designs accordingly
- Engage UX Research team to capitalize on key findings
- Create prototypes, guiding beta products through A-B testing, identifying and eliminating pain points, fine tuning until expectations are met and ideally, exceeded
- Mentor rising designers, contribute to our internal design community, broaden our areas of expertise

### **INTERNATIONAL EDUCATION OPPORTUNITIES (IEO), JENKINTOWN PA**

*Marketing Director, Lead Designer, Jan 2017 - May 2017*

IEO is comprised of a team of international education experts who connect and partner with overseas education agencies and American educational institutions.

- Identified key issues with existing processes, conducted SWOT analyses with various departments, helped resolve interdepartmental conflicts and overlaps by defining and implementing appropriate job descriptions.
- Established communications on a common platform for both Team US and Team China, introduced and implemented seamless file sharing with Team China.
- Identified and resolved various onboarding problems with Sales Team in China, developed a legacy process to onboard new agencies and agents.
- Identified and resolved various processing issues with Admissions department, implemented better and consolidated information capture techniques and a

step-by-step checklist process for documents received from each applicant, increasing efficiency to process complete applications.

- Implementation of new admission process led to reducing the decision making time from partner schools by an average of 4 days, resulting further in higher customer satisfaction in China, leading to higher student onboarding rate for Team China.
- Created a customer satisfaction program post admissions, to provide weekly checkups on students, organising events to gather marketing material, and to provide reassurance and comfort to students' parents in China.
- Gathered testimonials from students, host families, and implemented a process to keep in contact with graduating/graduated students.
- Established more sale points in sale cycle, providing support and life coaching for Chinese students to help adapt to the American life and culture.
- Created Brand Identity, Visual Grammar, Identity Guidelines in both English and Simplified Chinese.
- Created all marketing material: brochures, flyers, e-mail blasts, social media management.
- Created new websites for 3 different departments: IEO, Homestays and WePrep
- Managed a team of 2 associates, conducted market research and implemented strategies to compete with large-scale competition
- Designed all print material for any event, conference, and presentation hosted/attended by IEO.
- Managed assets from ~50 partner schools, and IEO's identity on their websites.

## ***DESIGNATION, SIOUX FALLS, SD***

*Lead Designer, Dec 2014 - Jan 2017*

Designation is a branding and web development studio that helped over 40 clients position, promote and market their unique brands across the web.

- Worked with cross-functional teams to develop on-brand creative work for the clients
- Translated complex ideas and opinions into cohesive and compelling designs for a wide variety of brand and event types.
- Developed detailed concepts and processes into refined, comprehensive design solutions that engage, delight, and inspire
- Developed creative briefs that address both creative and business goals, build timelines and communicate across departments and stakeholders
- Supported all design decisions with creative, strategic and business reasoning
- Pitched creative concepts, mock-ups, and discuss ideas with clients
- Participated in client calls and meetings
- Amended final designs to incorporate clients comments and gain full approval

- Managed simultaneous projects and tasks effectively and deliver assignments on time
- Worked within budget and shifting time constraints
- Communicated effectively and consistently with stakeholders on project development

### **FLUXXR, SIOUX FALLS, SD**

*Graphic Designer, January 2013 - December 2014*

FLUXXR is a full-service web-dev agency that services high-growth companies with guerilla marketing techniques.

- Designed user interfaces and mobile experiences for our customers to control their digital products
- Built new digital products through wireframing and prototyping that helped our customers achieve their marketing goals
- Visually refreshed our websites regularly to take advantage of new technologies and keep visitors engaged
- Maintained sites in Wordpress, applying best practices in web compliance and SEO techniques

### **GISScE, SOUTH DAKOTA STATE UNIVERSITY, BROOKINGS, SD**

*Data Analyst & Graduate Student, December 2009 - December 2014*

I worked as an undergraduate and later as a graduate student primarily mapping, analysing, and sorting images from LANDSAT 7 while conducting research for my graduate thesis.

- Conducted quantitative and qualitative research, analyzed and categorized data
- Organized and presented results and findings at various conferences
- Aided in research and quality control
- Cloud Mapping and data analysis from LANDSAT 7
- Gathered Worked in the field gathering physical water samples and, studying causes of farm run-off and E.coli

---

## **EDUCATION**

### **SOUTH DAKOTA STATE UNIVERSITY**

Bachelor of Visual Arts and Graphic Design (2007-2012)

Masters in Geography (incomplete) (2012 - 2015)