

DEVANSHU NARANG

28, Creative Director, UI/UX Designer

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PROFESSIONAL PROFILE

Marketing/Creative Director:

- Expert in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere)
- 4+ years of SEO strategies, AdWords, SEM, PPC, Email & Social Media Marketing, Audience and Analytics Research, and Content Creation
- Lead Gathering and Organization, developing Sales Funnels and Customer Satisfaction strategies using CRMs (SalesForce, InfusionSoft, Zoho, Insightly)
- Client onboarding, management, and internal process creation
- Managing and overseeing teams using Agile/Scrum/Kanban, ensuring product delivery and quality to and above client's satisfaction.
- Proficiency with CMS (Wordpress, Drupal)

UX Skills (5+ years experience):

- Card sorting, Ethnography, High fidelity prototyping, Persona Development, Interviewing, Scenarios, Sitemaps, Sketching, Specifications, Strategy Development, Surveying, Task Flows, Team-building, Usability testing, Wireframes
- Information Architecture and Wireframing for Ruby on Rails and other MVCs using Sketch, InVision, Experience Design, UXPin, Balsamiq
- Conducting A/B testing and Heuristic Evaluations

EXPERIENCE

Archer Group, Wilmington DE

Art Director and UX Designer (Contractor) (Aug 9-27, 2017)

- Chase Ultimate Rewards: Oversaw art direction, redlining, quality control, and batch delivery of pixel-perfect UI layouts in Photoshop and InVision
- Chase Refer-A-Friend: Designed and completed layouts for desktop and mobile platforms for website development.
- M&T Bank: Oversaw UI/UX issues for website development, corrected and delivered pixel-perfect layouts
- Ollo Credit Card: Designed pixel perfect layouts for additional screens required by client
- Provided assistance with projects for Southwest Airlines and PennMutual.

International Education Opportunities (IEO), Jenkintown PA

Marketing Director (Jan-Jun, 2017)

Joined as Marketing Associate, I was promoted to Marketing Director within 2 months. I developed 3 internal websites, social media strategies, e-mail blasts and newsletters, all of which resulted in direct increase in enrollment of students and host families by 50%. I also created various touch-points in Mandarin, which helped IEO gain partnerships with high schools in China. I also hosted and managed events with Pennsylvania high schools to onboard host families.

Next Level Technologies, Sioux Falls SD

Creative Director (Aug-Dec, 2016)

I developed creative strategy and direction for clients, supervised design and production, guided projects through approval processes and ensured the quality of final deliverables. I also directed and managed the workflow of the creative department while crafting marketing communications across multiple channels. I assisted clients and internal management in evaluating project needs, sales support, product development, operating procedures and development.

Designation Inc., Sioux Falls SD

Graphic and UX Designer, SEO specialist (Jan 2014 - Aug 2016)

I designed the visual experiences and oversaw the development of over 40 client projects, ranging from Ruby on Rails apps for financial institutions to Wordpress websites for nonprofit organizations. I also consulted the clients with developing their marketing and SEO strategies, automating processes, and content creation for social media.

FLUXXR, Sioux Falls SD

Graphic Designer (Jan 2013 - Dec 2014)

I designed user interfaces and mobile experiences for our customers to control their digital and print products. I built new digital products through wireframing and prototyping that helped our customers achieve their marketing goals. I visually refreshed the internal websites regularly to take advantage of new technologies to keep visitors engaged and I maintained sites in Wordpress while applying best practices in web compliance and SEO techniques.

GISScE, South Dakota State University, Brookings SD

Undergraduate Research Assistant (Dec 2009 - Dec 2014)

I mapped, analysed, and sorted images from LANDSAT 7 and conducted quantitative and qualitative research, analyzed and categorized data from those images. I organized and presented results and findings at various conferences.

EDUCATION

South Dakota State University

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

Masters in Geography (2012-2015) (Incomplete)