



Karan Maharshi

Sr. Experience Designer

I'm a product designer with 14+ years of industry experience, I like to work on B2C and B2B products to give a meaningful experience to the end users.

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Expertise

UX

Ideation - Primary/Secondary Research
User Journey Mapping
Comparative Analysis
Usability Test
User Persona
Wireframing
Prototyping
Information Architecture

Visual Design

Logo & Branding
App and Web UI
Game UI
Icons and Illustrations
Design Theory
Colors, Shapes and Typography
Print Design
Promotion & Campaign
2D/3D Designs

Concept

Sketching
Storyboard
Concept Art
Character
Design

I got a chance to work with many Industries in my design journey and provided design solutions with product requirements and strategy, market and user research, platform-based design system, storyboard & visual design, and usability testing.

Industries: Health Care, Real Estate, Banking, E-commerce, Transport, Crypto (NFT Market), Game, Animation, Architecture, Tour & Travel, Media, Automotive and Design studios,

Work Experience

Designit - Wipro, 2022 Oct. - Current

Position: Sr. UX designer

During my tenure at Designit, I playing a pivotal role in several major projects (B2C and B2B), including LBG (Lloyds banking group), Flying tiger, MTO Ontario and Infocrossing where I served as a UX designer. My contributions encompassed strategic thinking, project leadership, collaborative project mapping, design ideation, and wireframing. I excelled in crafting high-fidelity layouts and prototypes, consistently delivering optimal design experiences to meet project requirements.

Project worked on: LBG - B2C (Lloyds banking group), Flying Tiger - B2C, MTO Ontario - B2C
Current: Infocrossing - B2C and B2B (leading design team)

Wipro | March 2022 - Oct. 2022

Position: Technical Lead - iDEAS OTHERS

Being a Technical Lead, I am responsible to transition and taking up tasks related to training content, design and development of communication & reporting. Under plan and organize, I was creating designs for HOLMS rollout and for HOLMS stockholders. Also worked with automation coaches to collect case study and use case for delivery and mailer publication.

Key Objective: Transition, Plan and organize training, E-learning Programs, Communication design, E-mailer Design, Case study and Use case

Estate Pvt. Ltd. | Oct, 2019 – March 2022

Position: Sr. UX/UI and Visual designer (Art Director)

At estate I was responsible for success and failure of products, maintaining the first version of the design system for all the products. Proficient in product vision and strategy, market research, product road mapping, qualitative and quantitative user research, Interaction design, visual design system, platform-based design (iOS, Android & Mac), and usability testing.

Products: Estate.com, Estate Meter (B2C), Market Intelligence (B2B), It's There (B2C)

Responsibilities: UI/UX design, 3D Department, Advertising & Promotion

Roart Creations / Teknik Bharti | Feb, 2017 - Oct, 2019

Position: UX/UI and Visual designer (Art Director)

Roart was my design portal, where I was responsible for all the design activities, projects discussion, research, execution, projects management, team management. Also, I was into logo & branding, storyboard creation, UI/UX, Web and app design, game design, character design, 2D artist, 3D artist, interior and exterior design, product design. Graphics and creatives. As a UI/UX design expertise and solutions, worked closely with clients, stakeholders and developers to full fill their project requirements and flow.

Worked With: Voyager, Estate, VK Venture, PNG Group, Teknik Bharti, Game World, Brimbus, Rural Ally, Neologicx, Creatntropy, Brimbus, Gyre Technologies, Med Learnity, Benara and many more.

Sharabh Technologies Pvt. Ltd. | Sept 2014 - Feb, 2017

Position: Sr. Graphic and UI designer (Team leader)Sr. Graphic and UI designer (Team leader)

Being a senior designer I was responsible for all the projects discussion, research, execution and UI design. worked closely with web and app developers to get the desired output in responsive form with grid system and fulfill the client requirements.

Responsibilities: Concept creation, Web UX/UI, Mobile UX/UI, Game UI, Branding and Communications, Print advertising, Packaging.

Etip Productions | Jun, 2010 - Oct, 2012

Position: Senior Graphic Designer, 2D & 3D Artist

As a senior designer and 2D, 3D artist, I was responsible for creating the concept, execution of the project, and discussion & research. Interacted with the client to understand the core requirements of the projects and provide the best design solutions logo, branding, Illustrations, brochure, newspaper ads, hoardings, and many printable merchandises. As a 2D artist I created story board to understand the project flow for better execution.

Sheldan Technology | May, 2007 - June, 2008

Position: Graphic Designer

Responsible for conceptualizing, visualizing, developitng and implementing Print/The Web and Electronic deliverables that meet client's requirements, and to interpret and develop customers' requirements into conceptual ideas and creative output as an innovative creative thinker to translate ideas and concepts into useful and memorable interactive marketing, web and print designs.

Awards and Achievements

Nvidia logo Contest - Got selected in top 20 in Asia
www.behance.net/gallery/15700667/T-Shirt-design

Raymond Weil Creative Contest 2010 - Nominated top 10 in Asia
[Created conceptual 3D Ad for Raymond Weil watch](#)

IRPC contest 2015 - Poster design got a nominee in top 100 finalists (Worldwide)
www.behance.net/gallery/37581697/Poster-Design-IRPC-contest

IRPC contest 2018 – Poster design got the 22nd place in top 60 finalists (worldwide)
www.behance.net/gallery/65820745/Poster-Design-IRPC-2017-18

Education Qualification

2004 – 2007 : Bachelor of Fine Art (Applied art) with 71%

2005 – 2006 : Graphic design course.

2008 – 2011 : Diploma in 2D and 3D Animation with 70%
Animaster, Bangalore

2020 - : IDF - Interaction Design Foundation

My Portfolio

<https://karanmaharshi.com>
(Site in progress)

Behance:
<https://www.behance.net/karanroart>

Dribbble:
<https://dribbble.com/karanroart>

LinkedIn:
<https://www.linkedin.com/in/karanroart>

Tools



And Other supportive tools