



**TIIA SAHNI** SR. UX/UI VISUAL DESIGNER

## SUMMARY

"Tiia is a creative and strategic thinker with a gift for problem solving and simplifying complex content, in a way that impacts the business directly. Familiar with the experience design process from end to end, she can act as a leader in the development of branding, UX UI design and cross-media marketing, work collaboratively, and also execute independently with prevailing best practices in responsive web, mobile & application design, using the latest technologies and tools – creating visual excitement and the best UX."

## PROFESSIONAL EXPERIENCE

### **IBM | UX-ARCHITECT DESIGN SERVICES GROUP** 03/2017 – 08/2017

Collaborated with global teams, product owners, product managers, developers, and designers to create concepts, user flows, and wireframes for a High Performance Dashboard, Watson health responsive web pages, & HR Career Progression application.

### **IBM | UX-UI DESIGN CONSULTANT** 07/2016 – 12/2016

- **Accomplishments as UX-UI:** Lead the Design initiative of developing a clear design vision and strategy for an optimal end-to-end user journey of a complex enterprise business application, collaborating with product owners and global team. Participated in user interviews, analyzed feedback to inform design decisions, and defined specifications for an ongoing UI/UX style guide and patterns. Created multiple design solutions, from concepts to high-fidelity mockups and prototypes – using the latest design tools & incorporating best design & usability practices within agile sprints.

### **design247 | UX-UI VISUAL DESIGNER, ART DIRECTOR, OWNER** 12/2014 – PRES.

- Created concept-to-completion all media marketing materials for various clients.
- Designed and developed responsive websites and branding for various clients.
- Created concepts and prototypes for mobile applications on IOS and Android..

### **FIDELITY INFORMATION SERVICES | SR. UX-UI DESIGNER** 07/2011 –11/2015

- **Accomplishments as principal designer:** Transformed, remodeled, rebranded and redesigned UI for enterprise SaaS applications on web and mobile, achieving a visual upgrade, consistency and increased usability; created documentation, demos and high-fidelity mockups, using Adobe Creative Suite CC, MS Office, Visual Studio, HTML, CSS, JavaScript, Ajax, jQuery, & other tools.
- Researched, designed and created mobile app prototypes for iOS and Android.
- Functioned as an in-house design agency style Studio, creating all marketing materials and promotions, collaborating with product management, development, and sales.
- Advocate for user experience, best practices, and brand consistency in agile environment.
- Created visual style guides & specifications, color palettes, design patterns, & all icons and graphics.

### **NEW YORK LIFE | UX-UI DESIGN LEAD** 04/2010 –02/2011

- **Accomplishments as lead designer on IT team:** Researched users, created user stories, sketches, wireframes, information architecture, styles, storyboards, site flows, UI designs, and high-fidelity mockups, with original branding and graphics. Collaborated with product management, development, IT & marketing for the successful on-time, on-budget web launch of an innovative new web and mobile application with advanced tools and functions, for investment, portfolios and trading.

### **IBM RESEARCH | ART DIRECTOR, WEB DESIGNER** 10/1999 – 02/2009

**Accomplishments:** Increased departmental visibility/prestige by creating award-winning, all-media, visual communications, websites, and publications; coached & mentored other designers; improved cost control, work quality and vendor relationships; won STC and APEX awards annually.

- Created innovative projects for multiple departments, managing competing projects and demands; collaborating with editors, researchers, managers, developers, and staff.
- Redesigned the IBM Technical Journals & website gaining a 4x increase in usage.
- Won APEX Grand Award for website design and usability.
- Created 'IBM Research-TV' with AV team, enabling global research communications.
- Designed Web Portal for Collaboration, working closely with IT team to meet tight deadlines.



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[www.tiaa.com/ux-design3](http://www.tiaa.com/ux-design3)

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## **SKILLS**

User Experience Design • Usability Testing • User Scenarios • UX Auditing • User Interface Design  
• Responsive Design • Mobile Design • Digital Product Design • Marketing Design • Branding and Logo Design • Art Direction • Interactive Design • Graphic Design • Illustration • Icon Design • Info-graphics  
• Data Visualization • Wireframes • Prototypes • HTML • CSS • JavaScript • jQuery • PHP • AJAX

## **TOOLS**

Adobe Creative Suite • MS Office • Axure • Balsamiq • Sketch • Invision • Other tools, as needed.

## **EDUCATION**

### **CASE WESTERN RESERVE UNIVERSITY** CLEVELAND, OH

BACHELOR OF SCIENCE (cum laude)

MASTER OF SCIENCE (merit scholarship)

POST-GRADUATE WORK Graphic Art, Paris, France

MAJOR: Graphic Art and Psychology

### **COLLEGE OF WESTCHESTER** WHITE PLAINS, NY

CERTIFICATE COURSES IN WEB DESIGN, VIDEO & 3D.

### **LYNDA.COM, UDEMY** ONLINE

CERTIFICATE COURSES IN WEB DESIGN, UX-UI DESIGN,  
RESPONSIVE DESIGN, ANIMATION & OTHERS – ongoing.

## **AWARD HIGHLIGHTS**

Outstanding New Citizen of Cleveland. Professional Industry Awards for Art Direction, Covers, Illustrations, Website Design and Brochures: International Technical Art Competition Merit Award for IBM Systems Journal cover; STC and APEX Awards for IBM Technical Journals; APEX Grand Award for Website Design; Gartner Group and Information Week Award for Design and Usability of Oncology Online Website & other

## **ACCOUNT HIGHLIGHTS**

AstraZeneca, AT&T, Business Week, Cartier, Chase, Citibank, CUC International, Fidelity Information Services, GE, IBM, Medical Services Online, Merck, Nelson Information, NeuroCentral, New York Life Insurance, Oncology Nursing Society, Oncology Online, Paramount Pictures, Pfizer, WNET Channel 13, Xerox, Young & Rubicam.

## **ASSOCIATIONS**

NEW YORK SOCIETY OF ILLUSTRATORS, MENSA