Twinkle Mohan

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SUMMARY

As a product designer, I merge artistic innovation with strategic insight to craft impactful solutions. Rooted in user-centric design principles, my approach combines cross-functional collaboration and design thinking to deliver not just visually stunning, but also highly functional designs across web, mobile, and digital platforms. My passion lies in creating products that go beyond expectations, leaving a lasting impression and contributing to the growth of businesses.

EXPERIENCE

Senior Product Designer | Freedom Mortgage | Mt. Laurel, NJ | September 2021 - Present

• Orchestrated the redesign of a compelling enterprise site, with a focus on the learning center and mortgage services. Conducted thorough audience research, fostering cross-functional collaboration. Delivered an engaging website, streamlined mortgage information, and an intuitive learning hub.

• Spearheaded UX strategy implementation and reviews, contributing significantly to the design process. Provided guidance on design approaches, conducted usability testing, resulting in an optimized user experience, and maintained strict adherence to design standards.

• Revitalized the Correspondent Portal, enhancing user retention and engagement through detailed user research, prototyping, and iterative improvements to the onboarding flow.

• Conceptualized and implemented a user-friendly escrow journey for secure and seamless payments on both mobile and web platforms. Extensive research and implementation bolstered user trust, driving substantial business growth.

• Executed design iterations for the Freedom Mortgage mobile application, collaborating closely with front-end engineers. Presented clear UI concepts for secure messaging, offer disclosure, and diverse payment methods. Significantly improved login/registration service transfers, elevating overall user satisfaction.

• Established a comprehensive mobile app and website design system, resulting in reduced development time, an enhanced user experience, and consistent brand representation.

• Collaborated with the marketing team to centralize and manage the digital content catalog in Brandfolder. Ensured the uniformity of Freedom's voice, thereby augmenting the brand value.

Junior Designer and Researcher | The HIVE - NYIT | New York, NY | March 2019 - May 2021

• Collaborated on diverse design projects, contributing to UI design, UX research, and design strategy.

• Actively participated in design discussions, offering insights to optimize visual and functional aspects.

• Contributed to a culture of continuous learning and improvement through participation in design critiques and brainstorming sessions.

• Provided technical assistance, collaborating with research colleagues and support staff.

• Completed administrative and research duties, supporting department members.

Interaction Designer | Institute of Career Development | New York, NY | September 2020 - December 2020

• Improved website visuals and usability, focusing on the payments page for online donations and checkout.

• Established design specifications based on user preferences and accessibility requirements.

• Created cohesive corporate brand by designing looks between logos and other components.

PROJECTS

Speaker | Chicago Quality Assurance Association | https://cqaa.org/event-5318886

• Keynote Speaker at CQAA Event, delivering insights on "User Experience: The Key to Quality - Unleashing the Power of Seamless Interactions." Explored the pivotal role of user experience in enhancing overall product quality, emphasizing the importance of creating seamless interactions for optimal user satisfaction and success.

SKILLS

Core Competencies: User-Centered Design, Information Architecture, Usability Testing, Interaction Design, Empathy and Journey Mapping, Design Strategy, Wireframing and Mockups, Visual Design and Layouts, Problem-Solving, Communication, User Research, User Personas, Usability Metrics, Accessibility Design, Design Thinking, Rapid Prototyping, A/B Testing, Mobile Design, Cross-Platform Design, Critical Thinking

Collaboration and Project Management: Atlassian Jira, Confluence, Agile Methodology, Teamwork, Cross-functional Collaboration, Project Planning, Client Interaction

Prototyping and Design Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), InVision, Mural, Miro, Axure RP, Zeplin, Principle, Framer

EDUCATION

Master of Fine Arts - Art and Technology (UX/UI Design) | New York Institute of Technology | New York, NY | 2021

Bachelor of Technology - Computer Science Engineering | Punjab Technical University | India | 2018