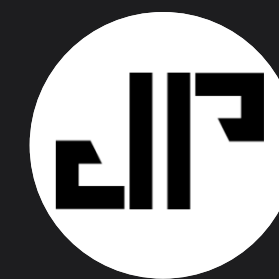


JoashPereira

I am an enthusiastic product designer with 8+ years of experience and have also worked as a front-end developer. Based on this experience, I bring my empathetic personality to any project, making the processes of solving user pain points and meeting business needs flow organically and generate optimal results. I believe that the perfect user interface should look good and work even



P: +91-9764-396-658
E: joash.pereira@gmail.com
W: joashpereira.com

EXPERIENCE

Lead Product Designer

iSchoolConnect

Apr 2019 - Present

- Leading the product direction for the emerging tech investment, which includes Video Analyzer, SOP Grader and Conversational AI.
- Redesigned & created a design system for White-labelled SaaS products in the EdTech domain.
- Mentoring junior designers, new hires and contingent co-workers.

Product Designer

Quantiphi

Apr 2019 - Dec 2019

- Provided human-centred design solutions where AI and Engineering solve the most complex business problems.
- Conducted product design training for Business analysts & Developers and mentored them.
- Consulted research programs across various AI-related B2B products.

Product Designer

VacationLabs

Jul 2018 - Mar 2019

- Designed the workflows, wireframes, prototypes, and final delivery mockups.
- Analyzed Google Analytics, database metrics to make better decisions to meet user goals.
- Researched and prioritized new, unmet or underserved customer needs – helping the business find and realize new value.
- Worked closely with product managers and developers to design product experiences.

Co-founder & Lead Designer

LetsApp

Jun 2015 - Jun 2018

- Shaping the UX discipline of the company.
- Designing experiences across various Android/iOS Mobile Application and Responsive Web products.
- Developing responsive websites and user experiences.
- Mentoring and managing junior designers.

Web Designer/Developer

Examify

Apr 2013 - May 2015

- Designed and developed web pages based on user flows.
- Handled front end code-structure of the product website.
- Measured and handled user engagement and retention of the product.
- Developed multiple non-native mobile apps (For Android & Windows).

DESIGN SKILLS

User Research
Wireframes
Mockups
Prototypes
User Testing
UI-UX App & Website Design
Visual/Interaction Design
Graphics

DEV SKILLS

HTML, CSS, Javascript
Angular JS
Ionic
Node JS
PHP
SQL
Project Management

EDUCATION

PG - Diploma in Advanced Computing

Vidyanidhi Info Tech Academy
2012 - 2013

Bachelor of Engineering - Information Technology

Shree Rayeshwar Institute of Engineering & I.T.
2008 - 2012

CERTIFICATION

Interaction Design Foundation
Multiple Courses
2018 - Present

Lynda from LinkedIn
Multiple Design Courses
2015 - 2015