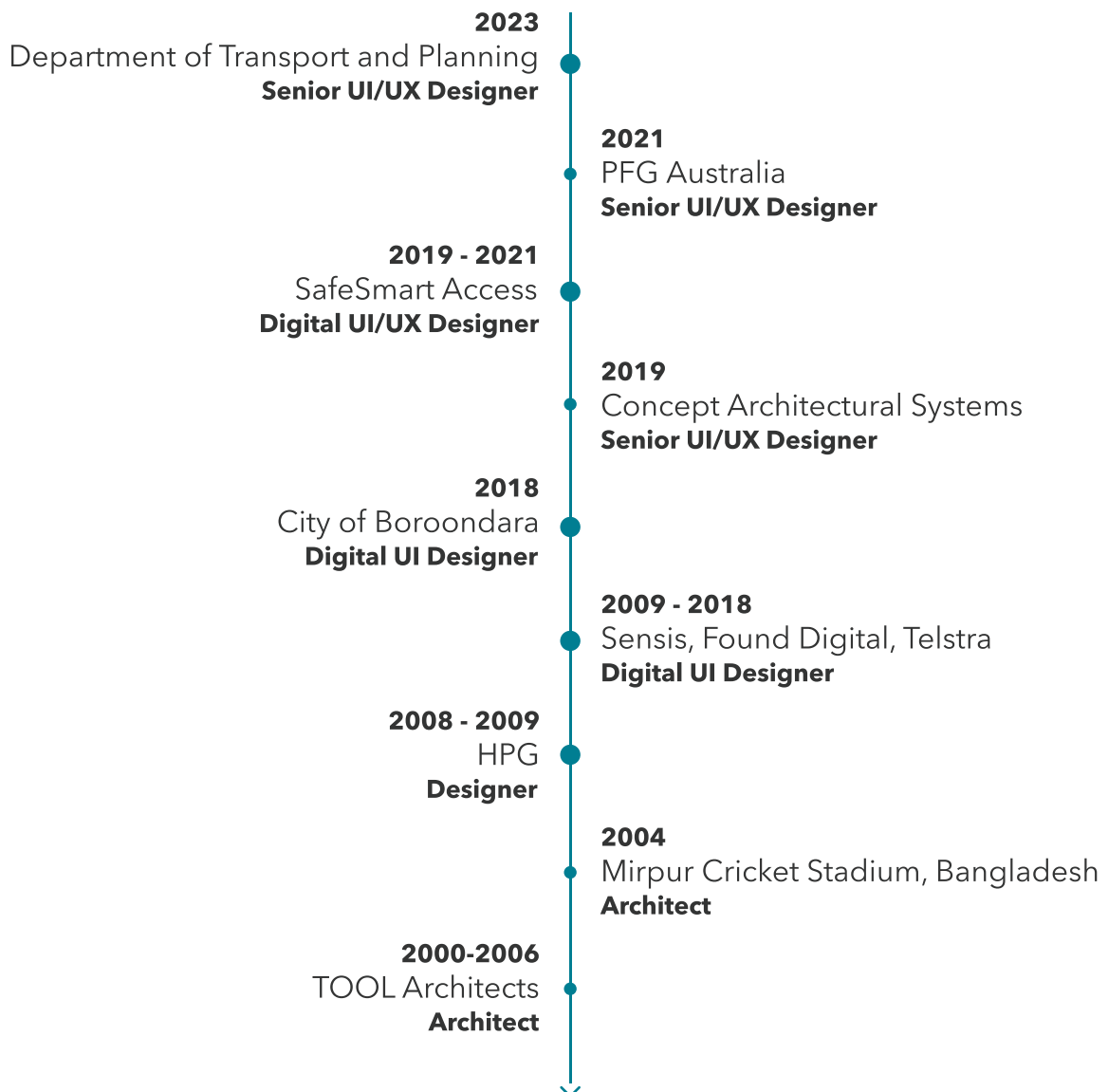# Avi Mandal

Senior UI/UX Designer | Product Designer

0431310211   avi@avimandal.com   www.avimandal.com

Creative designer with over **15 years' professional experience** in the design industry. With extensive experience, I specialise in user-friendly digital product design. I blend technical skills with creativity to craft resonant designs. I ensure smooth transitions from concepts to digital products, fostering collaboration and effective communication among stakeholders. My focus is on delivering innovative, customer-centric solutions through a systematic design approach. **Meta acknowledged my work on innovative digital projects** at an international level, extending an invitation to their headquarters in San Francisco, USA.

2023
Department of Transport and Planning
Senior UI/UX Designer

2021
PFG Australia
Senior UI/UX Designer

2019 - 2021
SafeSmart Access
Digital UI/UX Designer

2019
Concept Architectural Systems
Senior UI/UX Designer

2018
City of Boroondara
Digital UI Designer

2009 - 2018
Sensis, Found Digital, Telstra
Digital UI Designer

2008 - 2009
HPG
Designer

2004
Mirpur Cricket Stadium, Bangladesh
Architect

2000-2006
TOOL Architects
Architect

Employment

Senior UI/UX Designer

Department of Transport and Planning (DTP)

Dec 2021 - Current

Responsibilities

- Lead the continuous improvement of PTV website and app UI/UX.
- Design and maintain PTV design system
- Mentoring junior designers

Achievements

- I have created PTV design system and also maintained and kept the system up to date.
- All designs tested 100% success rate on accessibility (WCAG AA 2.2)
- Designed a Multimodal Journey Planner to be implemented on PTV website and app.
- Digital representation of accessible tram
- Findability of timetable download

Digital UI/UX Designer

SafeSmart Access

2019 - 2021

Responsibilities

Overhauling and then upgrading and bolstering SafeSmart's digital assets via digital design for the web. 3D character Animation for regular campaign.

Achievements

- Designed SSA design system following brand guideline
- Successful delivery of new website
- Series of 3D character animation projects and its supporting landing pages, EDM, digital display ads.

Digital UI Designer

City of Boroondara (COB)

2018

Responsibilities

The Digital Signage project, Kiosk, Library Screen design, 3D Interactive Application, Website Updates, iPad stand and interface designs.

Achievements

- Delivered successful design solutions for digital signage projects which was highly appreciated by community and user.
- Worked on a project for seniors. I was assigned to design a iPad-stand (POS). Design solution was unique.
- 3D Application was a huge success. I was contacted by multiple councils to design and develop.

Expertise

Human-centred design (HCD) Lead
Mentoring Data driven design
Collaborative Communication
Design thinking Responsive design
WCAG 2.2 AA Accessibility

Experience design

Interaction design Interface design
Rapid design iteration (high/low fidelity)
Wireframes Prototyping Surveys
Competitive analysis Concept testing
Information architecture Personas
Accessibility Usability testing

Design tools

Figma Figjam Askable UXTweak
Miro Photoshop Illustrator Indesign
Adobe XD AfterEffects Blender
Unity ChatGPT

Technical

HTML CSS JavaScript PHP

Collaboration

Confluence JIRA Trello Slack
MS Teams Zoom Figjam Miro

Education

Bachelor of Architecture

Bangladesh University of Engineering & Technology

Completed 2005

Diploma of Multimedia

Kangan TAFE

Completed 2007

Employment continues...

Digital UI Designer

Sensis, Found, Telstra

2009 - 2018

Responsibilities

Managed advertisements for **Dan Murphy's, BWS, Jims Group, Taskforce, Energy Australia, Origin, Bunnings, Natrad, Midas Australia, Turnbull Hill Lawyers, Toyota, Slater & Gordon, Harvey Norman, O'Brien, Goodstart Early Learning, Master** and many more.

Achievements

- Innovative idea of using a tool to reduce production time from 28 days to 3 days to gather and input data to the system. This solution will help reduce longer production time for many similar situations.
- Efficient, professional and innovative design for new customer to help create branding and Sensis was able to retain small customer. Many of my designs was awarded several times with a happy customer continue advertising with Sensis.

Senior UI/UX Designer

PFG Australia | Concept Architectural Systems (CAS)

Responsibilities

Created PFG and CAS Design Systems, guided developers in launching new websites, managed ongoing campaigns for PFG Australia, and established digital presence and brand guidelines for Concept Architectural Systems.

Achievements

- I developed brand guidelines and design systems for both PFG Australia and Concept Architectural Systems.
- I crafted a robust digital presence for CAS, leading to a significant increase in revenue.
- My innovative design solutions contributed to the success of regular campaigns for PFG.

Freelance UI Designer/Digital Designer

Various Local Government, Small/Large Business

Responsibilities

Designed websites, app and 3d interactive application for **SurfCoast Shire Council, Pyrenees Shire Council, Melton City Council, Memento Media, CUSVIC, BlueMill Bright, Eliza's Bright** and many more.

Achievements

- 3d Interactive projects for various different councils were widely praised by the community and was featured at multiple Silicon Valley websites. I was invited to Meta head office at San Francisco, USA.
- Responsive website designs and application solutions.

Related studies

Certified courses

- UX Design
- Social media marketing
- Digital marketing
- Accessibility for digital

Workshops

- HCD Fundamentals
- Content design for digital
- WCAG 2.2 Accessibility

Recent reads

- Atomic Habits
- The Storytelling Animal
- Thinking fast and slow
- This Human
- Noise A flaw in human judgement
- Digital minimalism

Portfolio

https://avimandal.com/ui-ux-designs/

https://avimandal.com/

Referance

Reference upon request

Contact

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www.avimandal.com