

# Barrid Josline


Product & UI/UX Designer

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## EXPERIENCE



### Programming.com

Sr. UI/UX Designer  
Mar 2021 - Nov 2024 - 3 yrs 9 mos



### Imaginnovation

UI/UX Designer  
Mar 2017 - Dec 2020 - 3 yr 9 mos



### Logiticks Technolabs LLP.

Creative Designer, Team Lead  
Oct 2014 - Mar 2017 - 2 yr 5 mos



### Shalimar Printers

Graphic Designer - Print  
Nov 2007 - Feb 2009 - 2 yrs

## RECENT PROJECTS

### Airport Appliances: April 2024 - Present

E-commerce | UX/UI Designer | Figma

**Users Impacted: 144.4K, 19.06% Increase**

Airport Home Appliance offers top-brand home appliances with expert advice and excellent customer service, ensuring you find the perfect fit. [click here](#)

### myAster: June 2022- September 2023

E-commerce | UX/UI Designer | Figma

**Users Impacted: 1m+**

myAster is a healthcare app for booking doctor appointments, hiring home-care professionals, and ordering medicines, all in one place. [click here](#)

### Music of the Spheres: May2021- June 2022

Entertainment | UX/UI Designer | Figma

The Music of the Spheres - Coldplay app notifies fans about concerts, simplifies booking, offers travel tips, and helps reduce carbon footprints. [click here](#)

## ACHIEVEMENTS

### 40+ Products Launched

iOS, Android, Web Applications and Websites

### 5+ Years Building Products

Music of the spheres Coldplay, myAster - Pharmacy, MagicTask, Airport Appliance

### 3+ Years Managing Design Teams

Junior designers, Team of 4  
Onsite and Remotely

## KEY SKILLS

### UX Design

Interviews, Surveys, Personas, Heuristic Evaluation  
Ideation, User Flows, Information Architecture, Wireframes, Rapid Prototyping

### UI Design

Micro-interactions, Branding, Style guides, Design Systems, HiFi Mockups

### Winner of Techathon

The Team Logiticks made the history by winning the title of Rapidvalue Techathon - Jan 2016

### Tools

Figma, Adobe Suit, Sketch, ChatGPT

### Design Workshops

Design Sprints, Experience Canvas, Ideation & Brainstorming, Customer Journey Map, User Story Map, Feature Prioritization

### People Management

Effective Cross-Functional Team Collaboration

## EDUCATION & CERTIFICATES

### XLRI

Executive Product Management Program  
Feb 2024

### Google

Foundations of UX Design  
Jun 2021

### The Interaction Design Foundation

Conducting Usability Testing  
Sep 2019

### Coursera

Gamification  
Oct 2017

### The Interaction Design Foundation

Mobile User Experience (UX) Design  
Mar 2017

### NACELL - Diploma

In Graphic and Multimedia Design  
2007 - 2009