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GAURAV PURI

UX/UI Evangelist | Communication Designer

► OVERVIEW

Digital Leadership experience of 19 years with expertise in leading Design and Visual Communication, Product Development and Digital Marketing Communication for Education, Telecom, Software and Media/TV domains backed with strong technical milieu. Strength in transforming a vision to digital reality for mid-size to global enterprise.

Drove the strategy that enabled innovation by translating business requirements, end-user needs and input from cross-functional teams into end-to-end design & marketing strategy for B2B & B2C products. Improved the company's overall digital user experience across channels and client satisfaction.

Hands-on experience in conceptualising, designing, and creating first-class product experiences and 3D printing. Exceptional in providing content support for business-focused projects, campaigns and products/services.

► BUSINESS SKILLS

UX/UI Design & Development

Product Design & Development

Digital Marketing

B2B/B2C Enterprise Products

Business Requirement Translation

Design User Interfaces

Usability & Website Functionality

Design Thinking Approach

MVP/ Agile UX Methodology

► WORK EXPERIENCE

PEARL ACADEMY | MAR 2020 - PRESENT

— HOD | Communication Design

With the onset of lockdown in March 2020-envisioned, planned, communicated and migrated all the courses, across the country, to online within 3 days

Led team of 17 to ensure uniformity in the department, across all the campuses

Built collaterals from Communication design for UX UI/ Graphic Design/ Game Design/Animation programme

Developed and signed-off on all digital creative estimates and ensured high quality execution of creative deliverables.

COLLABORATION:

Communication design beyond prints and screens: Technology-led Tactile-experiences. Displayed new innovation in communication design using 3D printing.

Future of UX UI, Data Visualization, Animation & VFX – designed for potential students

Invited Design Industry professionals, for Webinars, from IBM, Facebook, Walmart, Cisco, Accenture, Wacom, SNAPCHAT, TechMahindra

STRATEGISED PLANNING:

Planned and executed seamless user experience from admission to graduation on Pearl App by adding additional features and functions.

Created microsite for IFFTI and Student portfolio website as per Pearl's UI guideline.

Conceptualised B2B & B2C courses for communication design students & professionals

VODAFONE IDEA | OCT 2016 – FEB 2020

— AGM | Enterprise Business Excellence

STRATEGIC PLANNING:

Communicated the creative vision for the company, and set the bar for design quality. -

Conceptualized and executed complete journey for the Idea B2C / B2B Enterprise website and the content

UX / UI DESIGN & DEVELOPMENT:

Gauged the performance of the most visited journeys by reviewing the Idea website and application, through adobe analytics results.

Collaborate with product owners, development, internal stakeholders, commercial and digital departments to cover SEO, social media, analytics, and digital marketing

Generate prototypes ranging from paper-and-pencil concepts to wireframes to interactive prototypes.

► ACHIEVEMENT

EXCELLENCE AWARD

Launching Customer Journey
Idea 2017

ITA AWARD

Best Visual Effects
2008 & 2011

► TECH SKILLS

Research

Data, Insights, Building Persona

Mockup

Sketch, Adobe XD, Framer

Customer Mapping

Empathy Map

Customer Journey

See-Think-Do-Care Framework

Usability Testing

Web Ex, Remote UTs

Image Editing

Photoshop, Illustrator, CorelDraw

3D Modelling & Printing

3ds Max, Unreal

2D Motion Graphics

After Effects

► TRAINING

Unreal Engine Training

Real - Time
3D Content Creation Tool

► INTEREST



Photography



3D Printing

Conversion of bill pay grew to 47% from 28% and recharge increased from 30% to 36% in April 2018 after launching the new responsive website for Idea Cellular

Introduced first interactive e-bill – one of the most powerful servicing tool in telecom domain by promoting self-service and offered recommendations to customers

DIGITAL MARKETING:

Designed digital content for all B2B products of Vodafone-Idea Business Solutions, including Infographics, eBrochure, Video, Website, Case Studies, and Social Media

Devised and implemented advocacy program to build the credibility of B2B Enterprise products Lead B2B products communication from concept to delivery

Rolled out the Account-Based Marketing campaign (ABM) on LinkedIn for B2B lead generation, defined verticals and audiences to enable personalization for IoT

PROJECT MANAGEMENT:

Led complete planning and delivery of a product project, from the design stage through to its launch.

Functioned as SPOC between clients, stakeholders and the design teams.

TEAM MENTORSHIP & LEADERSHIP

Led and mentored the creative team.

Participated in cross-functional communication.

KPIT | MAR 2016 - OCT 2016

– UX / UI Project Manager | Digital Solutions

Designed the first Predictive maintenance solution system for Swiss based company RIETER which manufactures the mill machine.

As 3rd party designed website for Reliance Gas, Fuel on the run app and Reliance ESS

NDTV | MAY 2003 – MAR 2016

– UX Head | Car and Bike.com

– Head of Design | NDTV

SAHARA TV | AUG 2002 - APR 2003

– Graphic / Motion Designer

► EDUCATION

MASTERS IN COMMUNICATION DESIGN

University of Southampton | Winchester - UK, 2014 - 2015

- HCI Certified

- Distinction / Topper

BACHELOR OF FINE ARTS

Bundelkhand University | Jhansi - India, 2010 - 2013

ADV. DIPLOMA IN ADVERTISING AND GRAPHIC DESIGN

Wigan & Leigh College | New Delhi - India, 1998 - 2001

CERTIFICATE IN DIGITAL MARKETING

Google Squared Online | 2019

PROFESSIONAL CERTIFICATE IN UX DESIGN

Google | 2021