

DEV D. CHHANIYARA

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Professional Summary:

UI/UX and Visual Designer with 8+ years of experience across product design, graphic design, and video editing for web, mobile, and enterprise platforms. **Skilled in Figma, Adobe Creative Suite, and AI-powered tools, with a strong focus on user research, interaction design, branding, and visual graphics.** Known for leading cross-functional projects at Donaldson, RubyDigital, and the Soccer Café App, delivering scalable, user-centered solutions that drive engagement and business results.

SKILLS: Figma | Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects) | UI/UX Design | Wireframing & Prototyping | User Research | Responsive Design | Creative Design Layouts | Branding | Typography | Motion Graphics | Video Editing | Filmmaking | Sound Design | Photography | Color Grading | Script Writing | Design Implementation | Multitasking & Team Collaboration

Senior Ui/Ux Designer, Graphic Designer, Marketing Content Designer | Donaldson Company, Inc. | August, 2022 - Present

- Designed and optimized responsive digital content for global web platforms, improving UX, engagement, and conversion rates.
- Translated business requirements into scalable UI/UX solutions using user flows, wireframes, and usability testing.
- Built and maintained design systems and reusable components for brand consistency across 40+ international sites.
- Applied accessibility (WCAG) and SEO best practices to support global audiences and drive discoverability.
- Collaborated with cross-functional teams using Figma, Adobe Creative Suite, and CMS tools to streamline workflows and content delivery.

Freelance/Contractor Ui/Ux Designer | RubyDigital | April, 2025 - Present

- Led full-cycle UI/UX design for web, mobile, and marketing projects, aligning visuals with user needs and brand goals.
- Created user flows, wireframes, and high-fidelity prototypes in Figma and Adobe Creative Suite.
- Delivered pixel-perfect designs under tight deadlines while maintaining clarity, consistency, and quality.
- Advised clients with user-centered design strategies to improve UX, hierarchy, and usability.
- Collaborated with developers, vendors, and stakeholders to ensure smooth implementation across digital and print.

Co-Creator & Ui/Ux Designer | SoccerCafe App | Jan, 2020 - November, 2024

- Led UI/UX and product design strategy for a global soccer community app, focusing on user needs and business goals.
- Designed mobile-first experiences for onboarding, engagement, and match-related interactions.
- Built a scalable design system with consistent UI components, typography, and visual identity.
- Translated user research into actionable design decisions to improve usability and retention.
- Delivered high-fidelity mockups, prototypes, and documentation in Figma for agile development.

Marketing Communications Specialist, Graphic Designer, Video Editor | SWM international (Now Mativ, Inc.) | March, 2020 - July, 2022

- Designed and produced multimedia content, including video, motion graphics, and print, for digital marketing, product launches, and internal communications.
- Collaborated with marketing, product, and executive teams to translate complex content into clear, engaging visual assets.
- Led end-to-end creative projects, ensuring brand alignment, timely delivery, and global consistency.
- Elevated brand presence across social media and trade events through strategic, high-impact design.
- Proficient in Adobe Creative Suite with a focus on visual storytelling, UI consistency, and cross-platform engagement.

Marketing Content Specialist | DoALL Sawing Products | May, 2019 - February, 2020

- Created video marketing, social media, and digital content to boost brand awareness, lead generation, and global sales.
- Produced product demos, testimonials, and trade show videos tailored for technical and general audiences.
- Designed cross-platform content for web, email, and print to improve campaign engagement and conversion.
- Led creative strategy for Fabtech Tradeshow, increasing booth traffic and brand visibility in manufacturing.
- Collaborated cross-functionally to support product launches and maintain consistent brand messaging.
- Used Adobe Creative Suite and planning tools to streamline workflows and meet production deadlines.

Paraprofessional Video Media Specialist | Hopkins West Junior High | August, 2017 - May, 2019

- Design digital media campaigns aligned with business goals. Coordinate the creation of digital content (e.g Website, blogs, and podcasts)
- Manage end-to-end digital projects.
- Assist the film-making class and help facilitate students with their projects.
- Established web presence to boost brand awareness.

EDUCATION:

Masters of Fine Arts (MFA) in Motion Pictures & Television | Academy of Art University | December, 2016

Bachelors of Design in Architecture (BDA) | University of Minnesota, Twin Cities | May, 2013

CERTIFICATIONS:

Google UX Design - by Google on Coursera, Certificate earned on October, 9th 2025

IxDF - The Interaction Design Foundations - User Experience: The Beginner's Guide | Affordances: Designing Intuitive User Interfaces | mobile Ui Design

Linkedin Learning - AI Foundations: Ideating and Prototyping with Generative AI | Building AI Products with OpenAI APIs | Designing with AI Tools for UX | AI in Marketing and Customer Experience | User Experience for the Web