





**aalok trivedi**

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 www.aaloktrivedi.com



## Experience

**FREELANCE DESIGNER**  
JUN. 2012 – PRESENT

Contact and develop relationships with clients to complete various design projects from concepts to finished products.

Projects include brand identity and collateral material, Illustration, UI/UX design consultation, UI/UX of mobile and web-based apps, and interactive prototypes for interaction design, transition flows, and animations using Framer.

**PRODUCT DESIGNER**  
HINGE  
OCT. 2013 – AUG. 2016

Conceptualized and designed the User Interface – with UX considerations – of the iOS and Android mobile app using sound principles of design and focuses on a sophisticated, clean, and modern aesthetic that fit with the new brand vision.

Produced wireframes and flow components to map out the core UX/UI and participated in user testing sessions to gain insights on user frustration and perception, not only on usability, but high-level feature proposals.

Developed low and high-fidelity prototypes using Invision and Framer to produce realistic app behavior that demonstrate navigational flow and interaction elements such as animations, transitions, and feedback.

Worked closely with engineers to facilitate design-to-development hand-off. Performed QA tasks to ensure designs and interactions are implemented correctly and hold up to design standards.

Created and maintained Hinge's visual design components that adhere to the style guide and required design aesthetic. Components include, icons, color schemes and usage, typographical hierarchy, mobile and web grid system, email templates, and social media graphics.

**LEAD DESIGNER**  
MARKET ACES  
AUG. 2012 – AUG. 2013

Created & produced cutting-edge branding design (identity, print, social media graphics) and User interface solutions for websites and Web applications for various types of clients.

Promoted to Lead Designer: In charge of creating and managing the Market Aces rebrand and assuring that the integrity of the brand is carried out through all print, digital, and marketing materials.

Managed multiple projects and oversaw the design team to maintain quality control and company design standards.

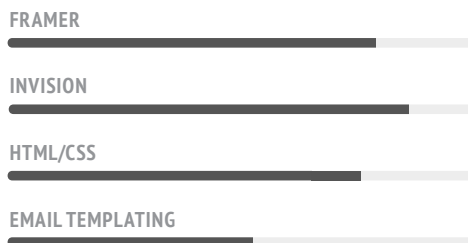


## Education

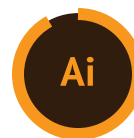
**UNIVERSITY OF MARYLAND, COLLEGE PARK**  
BFA, GRAPHIC DESIGN | JUNE 2011



## Skills



SKETCH



ILLUSTRATOR



PHOTOSHOP