UI UX DESIGNER

PROFILE

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ABOUT ME

A multifaceted UI/UX professional with over 11 years of experience crafting intuitive digital solutions. Skilled in user research, personas, wireframing, prototyping, and responsive design for web/mobile apps. Collaborative partner delivering user-centered designs across diverse clients and locations. Adept at branding, design systems, and leveraging a data-driven, problem-solving mindset to drive business growth through enhanced user experiences. Passionate about UI/UX best practices."

ROLE & RESPONSIBILITE

- Crafting User-Centric Designs by harmonising business requirements with user insights and feedback

- Architecting Intuitive User Flows through wireframes, prototypes, and visually stunning mockups

- Translating Complex Needs into unified style guides, design systems, and attractive user interfaces

- Shaping Interactive Elements that enhance usability and delight, from input controls to navigation

- Diligently Enhancing UX by identifying responsiveness issues and addressing user pain points

WORK EXPERIENCE

JAN 2020 - TODAY   *UX Lead*   **Vayatronics PVT LTD**

- Taking customer needs, product specifications, and user psychology.

- Conduct usability testing with focus groups and gather feedback.

- Developing wireframes and prototypes around customer needs and specifications for B2B products both on mobile and web.

- Manage design ideas and prototypes to UI developer and work with them to implement attractive designs.

SEP 2016 - DEC 2019   *Sr. UI Designer*   **Soulstice Software Solutions**

- Designing high fidelity mockups including graphic design, typography, composition, scale, color theory, etc.

- Building strong relationships within the design and across the business.

- Creating digital performance marketing, blog, social media, internal communication, emailers, web banners, ad campaigns, etc.

- Identify design flaws and devise appropriate solutions.

APR 2016 - SEP 2016   *UI Designer*   **Cylsys Software Solutions**

- Conceptualising, designing, and prototyping new features for our core product(s) and services-related requirements.

- Conducted workload assessments and devised new operational process that led to increase productivity.

WORK EXPERIENCE

SEP 2013 - DEC 2015 *Web Designer* **Wireframe Software Solutions**

- Design visual imagery for websites and ensuring that they are in line with branding for different stakeholders.

- Test and improve the design of the website.

- Maintaining the appearance of websites by enforcing content standards.

- Worked with different content management systems.

- Incorporating functionalities and features into websites

EDUCATION

SEP 2008 - APR 2012 **PRRM Engineering College**

Electronics and Communication Engineering

SKILLS

User Research, Information Architecture, Wireframing, Prototyping, Visual Design, User Flow,Design Thinking, Interaction Design,Mobile Design, User Testing, Mockups, Branding, Colour Theory, Style Guides, HTML,CSS and Bootstrap.

CERTIFICATIONS

Human Computer Interaction *(The Interaction Design Foundation)*

TOOLS