

ABOUT

An organized and professional UX designer with over **4+ years of industry experience**. My passion lies in crafting creative and unique solutions to complex problems. My innate ability to connect the dots enables me to balance the desirability, feasibility, and viability lenses, resulting in valuable user experiences for products and businesses.

EXPERIENCE

- **Exalogic Consulting** *Nov 2021-Present*
UX Designer (2 Yr)
 - Led user-centered designs for **SAAS products** in Real Estate, Health, Medical, Agriculture, and SAP, ensuring consistent UX/UI excellence.
 - Took charge of end-to-end UX/UI development for Websites, Mobile Apps, and SAAS platforms, resolving complex UX issues through intensive research, increasing user satisfaction.
 - Drafted key project documents: Product Requirement Docs, Timeline Reports, Moodboards, Storyboards, and Demo Scripts, ensuring successful project execution.
 - Transformed client requirements into actionable assets: Style Guides, Design Systems, and Branding Guidelines for seamless user experiences.
 - Drove UX innovation through comprehensive research, resulting in Persona Creation, Information Architecture, User Flow, Wireframes, and prototypes for enhanced product usability.
- **Freelance** *Jul 2021 - Oct 2021*
Freelancing (4 M)
 - Designed a stunning logo for a web 3.0 company, embodying brand identity and created captivating motion designs for their website, elevating online presence and engagement.
 - Collaborated with an E-commerce website to create an intuitive and visually appealing user experience.
 - Contributed to the success of an Ed-Tech company by working on their UI/UX, resulting in increased website traffic and user satisfaction.
- **Schooglink Pvt. Ltd.** *Jun 2019 - Apr 2021*
UI and Graphic Designer (1 Yr 11 M)
 - Designed visually engaging user interfaces for the website and mobile app, ensuring intuitive and seamless user experiences.
 - Designed and edited informative educational content using Adobe tools like After Effects, Photoshop, Illustrator, Premiere Pro, and Audition.
 - Provided UI design expertise in aligning content with learning objectives and user needs in collaboration with teachers and development teams.
 - Trained and supported new team members in UI design principles and tools, ensuring a smooth onboarding process.

SKILLS

Tools : Figma, Invision, Adobe CC, Miro, Balsamiq
UX Skills : UX Research, Persona Creation, User Flow Map, Prototyping, Design System
UI Skills : Color Theory, Typography, Wireframing and Layout, Interactivity and Animation
Soft Skills : Problem-Solving, Teamwork, Attention to Quality, Creativity, Adaptability
Interest: Travelling, Sci-Fi Enthusiast, Art and Drawing

EDUCATION

- **Birla Institute of Technology, Mesra** 2015-2019
B.E. Electronics and Communication Engineering

POSITIONS OF RESPONSIBILITY

- **Founder and Head** - College Cultural Society *2017 - 2019*
- **Founder and Head** - College Dance Club *2017 - 2018*
- **Design Head** - Events of College *2016 - 2019*
- **Organised International Online Dance Competition** - 8 Countries *2018 - 2020*

CERTIFICATIONS

- **Motion Design with Figma: Animations, Motion Graphics, UX/UI** - Udemy (Online) *Nov 2023*
- **UI/UX Design** - Internshala (Online) *Jan 2022*
- **Introduction to UI-UX** - Great Learning (Online) *Nov 2021*
- **Visual Elements of User Interface Design** - California Institute of the Arts (Coursera, Online) *Jul 2020*