

PROFESSIONAL SUMMARY

Creative and detail-oriented **UI/UX Designer** with **5+ years of experience** crafting engaging, intuitive, and user-focused digital experiences for web and mobile platforms. Proficient in **wireframing, prototyping, user research**, and usability testing with an eye for **responsive and accessible designs**. Adept at collaborating with cross-functional teams to create scalable solutions that align with business goals and user needs. Passionate about leveraging **design systems** and staying ahead of industry trends to drive innovation and deliver measurable impact.

TECHNICAL SKILLS

UI/UX Design: Wireframing, Prototyping, Storyboarding, User Flows, Interaction Design

Design Tools: Figma (Expert), Adobe XD, Sketch, Photoshop, Illustrator

User Research: Usability Testing, Personas, User-Centered Design Principles

Web Standards: Responsive Design, Accessibility (WCAG), Visual Hierarchy

Collaboration Tools: Jira, Confluence, Miro, Slack

Frontend Knowledge: HTML, CSS, Basic JavaScript

EXPERIENCE

Freelance UI/UX Designer

Remote | Nov 2019 – Present

- Designed and delivered **visually engaging user interfaces** for e-commerce, SaaS, and financial startups.
- Conducted **user research, usability testing**, and feedback sessions to refine navigation and create user-centric workflows.
- Created **high-fidelity UI designs, wireframes, and prototypes** for web and mobile applications using **Figma** and **Adobe XD**.
- Collaborated with developers to ensure seamless **UI implementation**, maintaining visual consistency and interaction quality.
- Built and maintained **UI design systems** and style guides to enable scalable and consistent designs across projects.
- Applied **accessibility standards (WCAG)** and usability principles to ensure inclusive and responsive user experiences.

UX Designer

Truck Brite – Saskatoon, SK | Oct 2024 – Nov 2024

- Designed and developed two responsive and user-friendly websites ([Saskatoon Truck Brite](#) and [All Scope SK](#)) using **WordPress, Figma, HTML, CSS, and JavaScript**.
- Created intuitive **wireframes and prototypes** in Figma, translating client requirements into visually appealing and functional designs.
- Implemented **responsive layouts**, ensuring seamless user experiences across desktop, tablet, and mobile devices.
- Conducted comprehensive **usability testing**, gathering feedback and incorporating changes to enhance navigation, resulting in a **30% increase in user engagement**.
- Designed custom graphics and visual elements in Figma to align with the company's branding guidelines.
- Optimized website performance, ensuring fast loading times and adherence to **WCAG accessibility standards**.

- Integrated interactive features using **JavaScript**, enhancing user interaction and engagement across both websites.

UX/UI Designer

Capgemini Technology Services – Hyderabad, IN | Feb 2021 – Dec 2022

- Designed and optimized user interfaces for B2B e-commerce platforms, improving product discovery and purchase experiences.
- Conducted A/B testing and usability evaluations, leading to a 20% increase in user retention through enhanced navigation and checkout flows.
- Created detailed wireframes and prototypes in Figma, enabling rapid iteration and alignment with business and technical requirements.
- Worked closely with development teams to ensure seamless implementation of UI components and responsiveness across devices.
- Led UX workshops and design sprints, fostering collaboration between stakeholders and driving innovation in product features.
- Developed interactive user flows and decision trees to simplify complex business processes, increasing operational efficiency for users.
- Integrated customer feedback loops into the design process, ensuring that iterative improvements aligned with user needs and expectations.
- Advocated for mobile-first design principles, enhancing accessibility and usability for mobile users across various e-commerce solutions.

EDUCATION

Canadore College,

Mississauga, ON, Canada – Mobile Application Development

Apr 2024 – Dec 2024

Conestoga College,

Waterloo, ON, Canada – Human-Computer Interaction

May 2023 – Dec 2023

Gokaraju Rangaraju Institute of Engineering and technology,

Hyderabad, India – BTech in CSE

Mar 2016 – Nov 2020

KEY PROJECTS

Les Crêpes - Coffee Shop Website | Web Design Project

- Designed a responsive, French-themed website using Figma, Adobe XD, and Miro, featuring a zig-zag layout, grid-based gallery, and split-screen menus to highlight products and client branding.
- Integrated business-critical features (Google Maps, multi-page contact visibility) and modular design for easy content updates, aligning with client's sophisticated brand identity.

PawPals – Pet Social Networking App | App Design Project

- Created a pet-centric app with geolocation filters, secure messaging, and user verification to connect owners with animal lovers, prioritizing inclusivity for cats, birds, and reptiles.
- Developed end-to-end workflows (onboarding, booking system) and monetization features, differentiating from competitors like Rover through playdate-focused UX and Lo-Fi/Hi-Fi mockups.

CERTIFICATIONS

- Google UX Design Professional Certificate
- Nielsen Norman Group UX Certification
- Certificate in Human-Computer Interaction (HCI)
- Agile with Atlassian Jira – Coursera