

# BINIL B

## UI/UX Designer | Product Designer | Frontend-Focused Engineer

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## SUMMARY

Passionate **UI/UX Designer** with a strong focus on creating **user-centered, visually compelling, and accessible digital experiences**. Skilled in crafting **wireframes, prototypes, and design systems using Figma and Adobe XD**. Experienced in turning ideas into functional, responsive, and aesthetic interfaces with attention to usability and detail. Adept at user research, interaction design, and modern design trends that align with brand identity and business goals.

## EXPERIENCE

### Freelance Software Developer / [Pixel Junkie Creative Studio Pvt Ltd](#)

*"UI/UX Design | Frontend Development"* (Nov 2024 – Present)

- Created **UI/UX designs for portfolio and client websites**, performance, and responsiveness.
- Designed portfolio and client websites emphasizing **interactive design, performance, and responsive layouts**.
- Created interactive prototypes and layouts improving client engagement.
- Delivered **consistent design** systems ensuring cross-platform compatibility.
- Collaborated with developers and clients to bring creative ideas to life.
- Collaborated with designers and stakeholders to convert ideas into **functional, high-quality digital products**.

### Internship / Nano Robotics and Embed Technologies Pvt Ltd

*"Frontend Development Intern | UI/UX contribution"* (Internship Duration: 3 Months)

- Assisted in designing user interfaces for the Blood Bank Management System, improving workflow clarity and usability. Supported frontend design enhancements using PHP and HTML. Collaborated with developers to ensure a smooth user experience.

## EDUCATION

- **Bachelor of Computer Applications (BCA)**  
*Bengaluru North University — SEA College of Engineering and Technology, Bengaluru*  
2022 – 2025

## CERTIFICATION

- **UI/UX Designing**  
*Avodha Edu Tech, Pvt Ltd — Online Course (6 Months - 2025)*

## LANGUAGE

- **English** – Professional Proficiency.
- **Malayalam** – Native

## TECHNICAL SKILLS

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**Design Tools:** Figma, Adobe XD, Photoshop, Adobe Illustrator

**UX Skills:** Prototyping, Wireframing, Design Systems, User Flows, Usability Testing, User Flows

**Frontend :** HTML5, CSS3, Tailwind CSS, React, Responsive Designs

**Other:** User Research, Interaction Design, Accessibility, Design Handoff (Zeplin/Figma Inspect)

## PROJECTS

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### [Pixel Junkie Creative Studio Website](#) – Creative web Application ( UI/UX | Frontend )

- Designed a **modern, responsive web interface** for a creative agency platform using **Figma**.
- Focused on **user experience, visual hierarchy, and accessibility** to improve engagement and clarity.
- Created **interactive layouts and smooth animations** to enhance the browsing experience.
- Developed a **consistent design system** ensuring scalability and brand consistency across pages.
- Collaborated with developers for **pixel-perfect implementation and performance optimization**.

### [Randall's Harvest – Omniblend, E Commerce Web Application](#) – ( e-commerce UI/UX | Branding

- Designed a **D2C e-commerce experience** for a single-product brand “Omniblend” emphasizing simplicity and trust.
- Conducted **user research and competitive analysis** to define the ideal shopping flow.
- Created **wireframes, product pages, and checkout flows** focusing on clarity and conversion.
- Developed **responsive, mobile-first layouts** aligned with brand identity and natural aesthetics.

### [Personal Diary App](#) – UI/UX Design | Frontend Using Vite React & Tailwind CSS

- Designed and developed the **UI/UX and frontend** of a modern personal diary web application supporting **voice, text, and photo entries**.
- Focused on **user-centered design**, ensuring smooth navigation, aesthetic visuals, and responsive layouts.
- **Collaborated with a teammate** responsible for the **backend development** using Node.js and MongoDB, ensuring seamless integration between frontend and backend.

### [Nano Robotics and Embed Technologies](#) – Educational Website – ( Website UI/UX | Branding )

- Designed a **modern and user-friendly company website** for Nano Robotics and Embed Technologies to showcase their robotics training and services.
- Researched **competitor websites** and restructured content flow for better clarity and engagement.
- Created **high-fidelity mockups, hero sections, and service pages** using **Figma**, focusing on brand alignment and accessibility.
- Improved **navigation structure** and **mobile responsiveness** for a smoother user experience.
- Worked closely with the team to ensure **design consistency and visual appeal** across all pages.