

G AJAY KUMAR

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Professional Summary

UI/UX Designer with experience designing mobile and web applications using Figma. Skilled in user research, journey mapping, wireframing, and usability testing. Delivered measurable results including 30% increase in product visibility and 25% improvement in task completion efficiency.

SKILLS

UX Skills: User Research, User Personas, User Flows, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, User Journey Mapping, Heuristic Evaluation

UI Skills: Visual Design, Responsive Design, Design Systems

Tools: Figma, FigJam, Canva, Notion, Google Forms

Technical Skills: Basic HTML, CSS, Responsive Layout Principles

PROJECTS

- **The Luxe Fashion Mobile App**

- Designed 20+ high-fidelity mobile screens in Figma, improving visual hierarchy and product discoverability.
- Conducted competitor analysis of 5+ apps and optimized layout and typography, increasing product visibility by 30%.

RentEase Mobile App

- Conducted user research and created personas for tenants and property owners.
- Designed end-to-end user flows and interactive prototypes.
- Improved booking task completion rate by 25% through streamlined navigation and clear CTAs.

Handmade Crafts Marketplace Website

- Designed end-to-end UX focusing on product discovery and checkout flow optimization.
- Defined information architecture for 40+ product listings.
- Redesigned responsive layouts, improving content scannability by 20%.

EDUCATION

Centurion University of Technology and Management, Visakhapatnam
Bachelor of Computer Science
2023 – 2027

CERTIFICATIONS

Foundations of User Experience (UX) Design (Google)

Start the UX Design Process: Empathize, Define, and Ideate (Google)

LANGUAGES

ODIA (First language), **Telugu** (Conversational), **Hindi** (Conversational)