

# MONU KUMARI

## UX UI DESIGNER

### OBJECTIVE

A user experience designer enthusiast who loves strategizing concepts, developing prototypes, and pushing the boundaries of creativity. Seeking to build a career with industry leaders by designing technology to bring digital experiences to life. Looking for an opportunity as a UX/UI designer

### PROJECT

#### Career Gyan

Apr'22 – July'22

*One Stop Solution for Students to Choose Right Career*

- **Researched and analyzed** major issues faced by students qualitatively through **interviews, focus groups, and surveys**
- Conceptualized and designed 40+ screens using **Figma tool** by focusing on the major pain points based on the research
- Developed **wireframes, digital artifacts, interactive mock-ups** to assist in the development lifecycle
- Improved the user experience by providing Career News Feed, Alumni Talks, and Workshops feature, not provided by

#### Wedding Catering Service

Jan'22 – June'22

*Your Imagination our Catering*

- **Analyzed user insights** to create improved catering service provider through interviews, visits, and competitive analysis
- **Developed User Personas** through **affinity mapping** and understanding the major pain points of the users
- Focused on improving the UX by building new innovative designs for rapidly growing customer base of wedding industry
- Conducted **usability testing** to improve upon the design through continuous feedbacks from users

### EDUCATION

#### ADVANCE CERTIFICATION IN UX/UI DESIGN

IIT GUWAHATI

Jan'22 – July'22

#### UX/UI DESIGN PROFESSION CERTIFICATION

Google

Jan'22 – July'22

#### FASHION DESIGNING & STYLING

TIMES AND TRENDS ACADEMY

July'18 – July'20

#### BACHELOR'S IN COMPUTER SCIENCE

FERGUSON COLLEGE

June'13 – May'16

### PROFESSIONAL EXPERIENCE

#### FirstCry.com

Mar'20 – July'21

*Fashion Product Stylist*

- **Led** a team of stylists and photographers for creating and directing innovative apparel shoots
- Core member of **Research & Development** team for new winter season and conceptualized new ideas for stop motion animation

#### Pantaloons

Dec'19 – Jan'20

*Visual Merchandiser Intern*

- **Managed** visual display and aesthetic appeal of entire store
- **Increased overall footfalls by 12%** through proposed designed

### CONTACT

Phone: +91-9175433704

Email: vmonu7514@gmail.com

Portfolio: [behance.net/monuverma](https://www.behance.net/monuverma)

LinkedIn: [linkedin.com/in/monu-kumari-136185195](https://www.linkedin.com/in/monu-kumari-136185195)

### SKILLS

Wireframes Prototyping

Creativity Visual Design

Usability Testing

Responsive Design

HTML CSS

### TOOLS

Figma AdobeXD

Photoshop Illustrator

Corel Draw

### LANGUAGE

English Hindi

Marathi