

PUJA DEY

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Summary

Experienced professional with a diversified background in operations management with 3 years of experience and UI/UX design. Demonstrated adaptability through transitions from an Operation management role to UI/UX design, accumulating 1 year and 6 months of experience across startup environments and freelancing. Currently focused on upskilling in web development. Seeking opportunities to leverage this comprehensive skill set in contributing effectively to dynamic projects and teams.

Experience

Aarya Stays | Mumbai, Maharashtra

UX/UI Designer (Freelance) | 09/2023 - 12/2023

1. Collaborated with product managers and UX designers to translate project requirements into polished user interfaces.
2. Designed logos, icons, illustrations, and branding elements for products, ensuring a cohesive visual identity.
3. Created wireframes, mockups, and prototypes using Figma, prioritizing simplicity and adherence to UI/UX best practices.
4. Translated complex customer interactions into intuitive user-centered solutions.
5. Developed and maintained design systems and style guides for consistent branding across digital assets, and effectively communicated design ideas to stakeholders, incorporating feedback for iterative improvements.

Mandap stories | Agartala, Tripura

UI Designer (Freelance) | 07/2023 - 09/2023

1. Collaborated closely with clients to understand their specific needs and requirements for the wedding service website, ensuring alignment with their brand identity and target audience.
2. Designed visually appealing user interfaces that captured the essence of the wedding services offered, incorporating elements such as elegant layouts, beautiful imagery, and intuitive navigation to enhance user experience.
3. Utilized design tools such as Figma to create wireframes, mockups, and prototypes, providing clients with a clear visualization of the website's layout and functionality before development.
4. Incorporated client feedback and revisions iteratively throughout the design process, ensuring that the final UI design met their expectations and reflected their vision for the website.
5. Delivered high-quality UI designs within agreed-upon timelines, contributing to the successful launch of the wedding service website and ultimately enhancing the client's online presence and customer engagement.

Phablecare | BENGALURU, Karnataka

Junior Designer | 04/2022 - 04/2023

1. Conducted comprehensive user research and analysis to gather insights into customer preferences, behaviors, and pain points, facilitating data-driven decision-making in UX/UI design processes.
2. Implemented user feedback mechanisms and strategies to solicit input from customers, ensuring continuous improvement of product usability and satisfaction levels.
3. Developed user onboarding strategies aimed at streamlining the initial app experience, reducing friction points, and enhancing user engagement and retention rates.
4. Collaborated closely with cross-functional teams to integrate user-centered design principles into product development cycles, ensuring alignment with business goals and customer needs.
5. Spearheaded the creation and execution of user testing protocols and usability studies, resulting in actionable recommendations for optimizing user interfaces and enhancing overall user experience.

Medibuddy | BENGALURU, Karnataka

Operations Assistant | 05/2021 - 04/2022

1. Answered product and service questions, suggesting other offerings to attract potential customers.
2. Provided primary customer support to internal and external customers.
3. Leveraged sales expertise to promote products and capitalize on upsell opportunities.
4. Provided seller support on refunds, posted feedback and policy changes Supported customer questions and issues by gathering data, analyzing needs, evaluating possible resolutions and implementing best solutions.
5. Connected with customers to address questions and resolve issues through phone and email

Medlife-pharmeasy | BENGALURU, Karnataka

Associate | 10/2019 - 03/2021

1. Worked with 500 daily customers to sell over 1Lac worth of pharma product.
2. Exceeded productivity targets and sales goals by 90%. Developed and maintained working knowledge of products and services to deliver timely, accurate information.
3. Performed work in compliance with established regulations, policies and standard operating procedures. Increased overall sales through streamlining sales procedures and maintaining long-term relationships with clients.
4. Escalated customer issues to management for appropriate action to be taken

Skills

User interface Design, product design, Wireframing, prototyping, User Experience Design, User Research, Web Design, User-centered design, Interaction design, Figma, Webflow, Project management, Creative problem-solving, HTML 5, CSS3, JavaScript

Education

Oxford college of pharmacy | BENGALURU, Kamataka
pharmacy | 05/2019

Certificates

Udemy complete web development certification