

# Namita Kokate

UI/UX DESIGNER

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## ABOUT ME

A dedicated digital marketing professional with a passion for creating seamless, user-centered designs, I'm transitioning into UI/UX design to focus on crafting intuitive, engaging digital experiences. I'm seeking opportunities to grow and contribute to innovative, user-focused projects.

## EXPERIENCE

Ameliorate Digital Solutions      2021-2023

- Created high-quality SEO content following best practices for strong search engine rankings.
- Monitored algorithm updates and adjusted strategies to protect business traffic and revenue.
- Analyzed competitor performance to enhance SEO positioning against competitors.
- Improved search rankings through onsite and offsite tactics.
- Conducted keyword research to identify high-traffic opportunities.
- Experienced in creating social media marketing creatives and videos using Canva.

## PROJECTS    (Academic)

Online Jewelry Shopping    (Mobile App)

- Designed a mobile app enabling users to virtually try on jewelry with AR technology for an immersive experience.
- Conducted user research to understand customer needs and preferences.
- Developed wireframes and prototypes in Figma, focusing on user-friendly navigation.
- Crafted an intuitive interface for easy jewelry selection.
- Increased user engagement by providing a personalized shopping experience.

Real Estate    (Website)

- Developed a responsive real estate website for property search, comparison, and viewing scheduling.
- Conducted competitive analysis and user research to identify key features and pain points.
- Designed wireframes, prototypes, and user flows to streamline property search and scheduling.
- Created a clear, user-friendly interface with intuitive navigation.
- Enhanced overall user experience for prospective buyers and renters.

## INTERESTS

- Reading    ● Singing    ● Dancing



## EDUCATION

- **UI/UX Design Certification**    2024  
Felix IT, Pune
- **M.Sc. (Computers)**    2016-2018  
University of Pune
- **B.Sc. (Computers)**    2013-2016  
University of Pune

## TECHNICAL SKILLS

- App Design
- Website Design
- Mobile Design (Android & IOS)
- Dashboard Design
- Wireframing and Prototyping
- User Research
- Information Architecture

## LANGUAGES

- English    ● Marathi
- Hindi    ● Japanese

## QUALITIES

- Hardworking    ● Passionate
- Creative    ● Quick-learner

## TOOLS

- Figma
- Adobe XD
- Adobe illustrator
- Canva