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A creative mind who is obsessed with art , philosophy and technology; delivering visually appealing and user-friendly designs to help businesses achieve their goals. Strong expertise in user research, wireframing, prototyping, and usability testing with hands-on experience in creating responsive designs for web and mobile applications.

SWETA KUMARI

UI UX DESIGNER

LinkedIn - Sweta Kumari | LinkedIn

Portfolio - behance.net/shwetaraj2

SKILLS

- UX Research
- Wireframing
- Prototyping
- Information Architecture
- Persona, User Journey
- Mockup
- User Testing

EDUCATION

Bachelor of Design-
U.P. Institute of Design, Noida

Schooling- Intermediate
Reliance Academy, Gorakhpur

TOOLS



Figma



Adobe Xd



Illustrator



Photoshop



VS Code



MS Office

INTERESTS



Art



Psychology



Technology



Travel

WORK HISTORY

UI/UX Designer | Cotgin Analytics Pvt Ltd (Since 2023 Sept)

- Led end-to-end design process for web and mobile applications, collaborating with cross-functional teams including product managers, developers, and marketing teams.
- Conducted user research using surveys, interviews, and usability testing to gather insights that informed design decisions.
- Created wireframes, user flows, and interactive prototypes using Figma and Adobe XD.
- Designed intuitive interfaces following brand guidelines, improving user engagement by 20%

Graphic & UI/UX Designer | Technaut Innovation Pvt Ltd

(Aug 2022 - Sept 2023)

- Designed marketing materials such as social media graphics, brochures, banners, and email templates to align with the company's branding strategy.
- Conducted user research and usability tests to understand user behaviour and inform design decisions, ensuring a user-centred approach throughout the project lifecycle.
- Worked on branding and rebranding projects, creating logos, style guides, and graphic assets that improved the brand's overall identity.

Graphic Designer | PHP CRM | Internship

(Nov 2021 - May 2022)

- Worked on branding projects by contributing to the development of logos, business cards, and style guides for clients across different industries.
- Designed templates for email marketing campaigns, newsletters, and advertisements to improve customer engagement and brand consistency.
- Collaborated with the web design team to ensure consistency in visual elements across both print and digital platforms.
- Participated in brainstorming sessions with the marketing and content teams to develop innovative ideas for design projects.
- Used design tools such as Adobe Illustrator, Photoshop, and InDesign to create compelling visuals that adhered to the company's branding guidelines.