KORADA NEERAJA
UI/UX Designer

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Professional Summary:

- Experienced UI/UX designer with 5.5 years in the IT industry, specializing in creating user-focused, visually appealing digital products.

- Adept at transforming complex requirements into intuitive designs that enhance user engagement and satisfaction.

- Skilled in end-to-end design processes, from research and wireframing to prototyping and testing, with a strong commitment to staying current on design trends and technologies.

- Hard working, self-motivated individual with a good record of completing projects with high quality and within schedule.

- Good communication skills – Interpersonal and Team-level. Able to interact across Organizational levels from technical to high-level executive management within the IT community and to stakeholders.

Core Skills:

- **Design Tools:** Figma and Adobe XD
- **Prototyping & Wireframing:** Figma
- **User Research & Testing:** Usability testing, A/B testing, Personas, User Journey Mapping
- **Front-End Fundamentals:** HTML and CSS
- **Soft Skills:** Collaboration, Communication, Problem Solving and Agile Methodologies

Work History:

UI/UX Designer at PINscale Technologies Limited – May 2022 to November 2024.
Project name: iB Cricket and Floww.AI – May 2022 to November 2024.
Tech Stack: Figma and Adobe XD

- **iB Cricket**:

    - Experienced UI/UX designer specializing in virtual reality (VR) applications, with a focus on creating immersive, intuitive user experiences that enhance interaction and engagement.
    - Skilled in adapting traditional design principles to the unique demands of VR and user-centered navigation.
    - Proficient in VR design tools and workflows, with a strong background in user research, wireframing, prototyping, and usability testing for immersive platforms.
    - Known for a collaborative approach and a commitment to pushing the boundaries of digital experience design in the VR space.

- **Floww.AI:**

    - In the CRM project, I empowered managers with analytics, lead filters, automation, lead distribution, reminders, and cloud calling for efficient customer management.
    - Conducted user research, interviews, and usability testing to gather insights and create user-centric designs.

> ➢ Collaborated with cross-functional teams (Developers and Product managers) to ensure design feasibility and consistency. Designed and iterated on wireframes, prototypes, and final UI assets, reducing development time.

UI/UX Designer at iB Hubs – June 2019 – May 2022
Project name: Taskflow, Learning Portal, iB Cricket Player & Operator App and Adaptive Engine Software.
Tech Stack: Figma and Adobe XD

- **Taskflow**:
  - ➢ Users can effortlessly create tasks, define outcomes and spaces, set goals and gain insights into goal progress through an intuitive goals dashboard.
  - ➢ Additionally, I introduced versatile task viewing options including list, kanban and table views to enhancing the user experience.

- **Learning Portal:**
  - ➢ It offers a competitive coding platform with daily coding sessions, covering various technical foundations and projects.
  - ➢ Users can code easily in our code playground and designed few websites for Nxtwave.

- **iB Cricket Player & Operator App:**
  - ➢ Players have the capability to configure tournaments within the IB Cricket Arcade ecosystem.
  - ➢ These configurations empower operators to initiate matches precisely in accordance with the settings established by the players, ensuring a seamless and customized gaming experience.

- **Adaptive Engine Software (WebApp):**
  - ➢ We have designed our platform to make coding education easily accessible for IITians.
  - ➢ Users find it user-friendly, allowing them to learn, track scores, monitor their IDP (Individual Development Plan) progress, and assess their growth.
  - ➢ Upon completing their coding courses, we provide certificates as a recognition of their achievement.

Training and Seminars:

- I have attended training at iB Hubs Intensive In-Campus Training Program.

Certifications and Courses:

- Successfully completed the 'User Design for Beginners' certificate at iB Hubs IICT Program.
- Successfully completed the Core Personality Strengths certificate at iB Hubs IICT Program.

Education:

Bachelor of Technology: Computer Science Engineering at Aditya Engineering College, pass out 2019.
Intermediate/+2: MPC, pass out 2015.
10th/S.S.C: Pass out 2013.