MAHIMA VERMA

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WORK EXPERIENCE

Habot   **Jul. 2024 – Present**
UX Designer   *Remote, In*

- Identified usability issues on the platform, conducted competitive analysis and user research and developed a redesigned model.
- Designed and managed the admin portal for the Habot platform, overseeing user and sales analytics, website administration, and update logs.
- Collaborated closely with engineers, the marketing and operations teams, designers, and stakeholders to enhance the business model.
- Proposed and implemented a credit payment option to improve payment efficiency on the platform.

Snouters   **Mar. 2024 – May. 2024**
UI/UX Designer   *Remote, In*

- Enhanced the customer onboarding process for both mobile and web applications, offering multiple signup options to enhance user experience.
- Researched and identified the current host onboarding issues and redesigned the flow, resulting in streamlined navigation for the users
- Created a comprehensive design system for both the mobile and web applications, ensuring consistency and coherence in the designs throughout
- Conducted extensive user research, and heuristic evaluation to inform design decision

Kabadi Techno   **Jan. 2023 – Jul. 2023**
UI/UX Designer Intern   *Remote, In*

- Redesigned the user interface and improved the experience of the users on Kabadi Techno's website
- Conducted User Research for the Mobile application and Website to guide design decision

PROJECT EXPERIENCE

Slovo   **Jul. 2023 – Dec. 2023**
UI/UX Designer   *Remote, In*

- Facilitated cross-functional teams in executing the roadmap from research and analysis to product delivery
- Built a language learning app and website using Figma
- Designed Logo and Illustrations for the app using Procreate and Figma

EDUCATION

DesignBoat   **Dec, 2023**
Professional Bootcamp in UX/UI Design   *Bengaluru, In*

Banasthali University   **Mar. 2023**
Bachelor of Pharmacy

SKILLS

Tools   Figma, Adobe XD, Procreate, Webflow, Bezi, HTML, CSS
Design   User Interviews, Card Sorting, Information Architecture, Prototyping, Design System, Visual Design, Wireframing, User Research, Design Thinking, Responsive web design, Web application design