



NAMRATA SINHA

UX/UI Designer & Researcher

Hi! I am inquisitive individual who wants to make the digital world better place, self initiator to solve any design related problems, love to explore innovative technologies in our system and how these technologies can enhance the live of people with design thinking.

Looking forward to work for an organisation to contribute in their success with my passion for design.



Goal of 2018 - To increase effectiveness of health related advertisements to make India a healthy country!

Focus Areas Of Design



UX/UI Design



User Research



Usability Testing



System Analysis Design



Information Architecture



Prototyping



Branding & Graphic Design



Space Design



Typography



Retail Strategy

Design Skills

Computer

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe Lightroom	●●●●●●●●●●
Corel Draw	●●●●●●●●●●
Balsamiq	●●●●●●●●●●
SPSS	●●●●●●●●●●
Invision	●●●●●●●●●●
Html	●●●●●●●●●●
Css	●●●●●●●●●●
Java	●●●●●●●●●●
Microsoft Office	●●●●●●●●●●

Knowledge

Design Thinking	●●●●●●●●●●
Information Architecture	●●●●●●●●●●
System Data Flow Map	●●●●●●●●●●
Branding Strategy	●●●●●●●●●●
Retail Technology	●●●●●●●●●●
Wireframing	●●●●●●●●●●
Task Flow	●●●●●●●●●●
Grid & Layout	●●●●●●●●●●
Conceptualization	●●●●●●●●●●
Colour Psychology	●●●●●●●●●●
Story Boarding	●●●●●●●●●●

Personal Skills

Research	Creativity
Deep thinker	Analytical Skills
Leadership	Visualization
Teamwork	Ideation
Self Initiator	Observation

Personal Info

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Date of Birth: 09-11-1991

Projects

- System Design for Sim card issuing and activation
- Education App for Special children.
- Effigy- Business platform for Idol makers (UI/UX)
- Human Factors and Ergonomics in cleaning Industry (Indian Sweepers)
- Concept Design for tackling Old age social problems.
- Research on Transportation Problems in Pune.
- Futuristic Ideation and conceptualization for Altering/Redefining Mortality in year 2050.

Education

- 2017-2019
Mit Institute Of Design, Pune
Mdes in User Experience Design
- 2011-2015
College of Art, Delhi
BFA in Applied Art
- 2010
St Mary's English High School, Jamshedpur

Work Experience

- October 2016- March 2017
Ionic Group, New Delhi
Visualizer
- September 2015- September 2016
Channel Technologies Pvt. Ltd., Noida
Graphic Designer & Reseacher
- June 2014-July 2014
Ogilvy Advertising, Gurgaon
Design Intern
- 28th Feb 2014- 2nd March 2014
Typoday, Symbiosis Pune
Participant In workshop
- 2015-2017
Freelancing & Online Internships

Interests



Sports



Food



Photography



Doodling



Music



Socializing



Travelling