

# CINDRELLA M DSOUZA

## UX/UI DESIGNER

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### KEY PROJECTS

 [MY PORTFOLIO](#)

 [BEHANCE](#)

 [DRIBBLE](#)

### SKILLS

- UI Design
- UX Design
- Visual Design
- Interaction Design
- Wireframing
- Prototyping
- Storyboarding
- Information Architecture
- User Personas
- User Flows
- Design Systems
- Website & App Design
- Mobile responsive design
- Illustrations
- HTML & CSS
- Javascript(basic)

### TOOLS

- Figma
- Adobe XD
- Webflow
- Protopie
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Notion
- Trello

### EDUCATION

**B.E( INFORMATION SCIENCE & ENGINEERING)**

Srinivas Institute of  
Technology, Mangalore (7.18  
CGPA)

Aug 2017 - Aug 2021

### WORK EXPERIENCE

**Rakuten India (Bangalore , INDIA)**

NOV 2022 - PRESENT

*Product Design Consultant*

#### Learning Management System (LMS) | PROJECT 1

- Redesigned the end-to-end user experience of the LMS platform by overhauling key user flows and modernizing over **60+ UI screens**, significantly improving usability and visual coherence across Web and Mobile.
- Designed **role-based LMS dashboards**—Admin (course creation, analytics, approvals), Manager (team tracking, performance), Learner (progress indicators, recommendations), boosting engagement and efficiency.
- Ran extensive **usability testing sessions** with real users from different roles to identify friction points, prioritize improvements, and validate design decisions, leading to a **25% reduction** in support queries post-launch.
- Collaborated cross-functionally with product managers, developers, and QA to ensure smooth design handoffs and implementation accuracy, **cutting feedback loop cycles by 40%**.

#### Internal Communication Tool | PROJECT 2

- Worked as the sole product designer for a cross-regional Internal Communication Platform used across multiple countries in a global MNC, ed end-to-end design using **Figma** for wireframes, high-fidelity UI, and interactive prototypes.
- Designed over **40+ responsive UI screens** including **real-time chat**, video announcements, comment threads, admin tools, regional content filters, and a newsfeed-style home page for streamlined company-wide communication.
- Introduced **design patterns** for notifications, content moderation, and approval workflows, enhancing scalability and user trust.
- Featured in the global **Monday Morning Meeting** across all Rakuten regions and received recognition from senior leadership for impactful product design and contribution to cross-regional internal communication.

#### EVOLVE | PROJECT 3

- Led product design for a **confidential 360° feedback system**, enabling structured peer, manager, and stakeholder evaluations across competencies like leadership, problem-solving, and communication.
- Created wireframes, interactive prototypes, and updated UI components within the design system to ensure visual consistency, usability, and scalability across products.

#### RPEOPLE | PROJECT 4

- Revamped the entire product - style guide, design system, UI designs
- Improved the user interface of a HR platform.

**Surggy Design labs (Bangalore , INDIA)**

FEB 2022 - OCT 2022

*User Experience Designer*

- Designed both **e-Commerce and non-Commerce** creative website and app layouts.
- Developed the **use case study** like design strategy, HMW, information architecture, user flow, card sorting, personas , journey map, empathy map.