

# CINDRELLA M DSOUZA

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## SUMMARY

Driven product designer seeking a dynamic role where I can leverage my 3 years of experience to innovate and create impactful solutions. Eager to collaborate with interdisciplinary teams to craft user-centric designs that elevate product experiences and drive business growth.

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## WORK EXPERIENCE

**Rakuten India (Bangalore , INDIA)**

**Nov 2022 - Present**

### *Product Design Consultant*

- Implemented mobile-first design principles to create responsive user interfaces for a learning management tool and SaaS application, ensuring optimal user experiences on desktop and mobile devices.
- Effectively communicated with stakeholders to gather project requirements and translate them into responsive design and front-end development solutions, resulting in high user satisfaction.
- Provided mentorship and technical guidance to junior designers, fostering their growth and enhancing their contributions to the team.
- Utilized Adobe XD and Figma for designing mockups and prototypes, while leveraging design frameworks and libraries to streamline the design process.

**Surgyy 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 & many more.

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## EDUCATION

**Certified UI/UX design course**

**Sep 2021 - Jan 2022**

DesignBoat UI/UX School

**B.E( Information Science and Engineering)**

**Aug 2017 - Aug 2021**

Srinivas Institute of Technology, Mangalore (7.18 cgpa)

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## EXTRA CURRICULAR ACTIVITIES

- **Technical Skills:** UX Research & User Flow, Wireframe Creation, Prototyping, Website & App Design, Mobile responsive design Illustrations, Figma, Adobe XD.
  - **Awards:** Best designer for outstanding creativity and innovation in design at **Rakuten India**.
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## HIRE ME

- **Portfolio:** <https://www.behance.net/cindreImdsou>
- **Dribbble:** <https://dribbble.com/Cindrella-M-Dsouza>