NAVYASHREE A M

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OBJECTIVE

As a passionate product designer, I focus on creating user-centric solutions that combine aesthetics and functionality. With a strong background in UI/UX design, I have developed engaging interfaces for mobile and web applications. My approach involves thorough research and collaboration with cross-functional teams to ensure designs meet user needs and business goals.

EDUCATION

Bachelor of Computer Science, BITS Pilani Hyderabad   Expected 2025
CGPA: 8.30.

SKILLS

Skills	Product Design, UX&UI Design, User Research, Wireframing and Prototyping,
Skills	Visual Design, Information Architecture, Design Thinking, Collaboration, Responsive Design, Figma

EXPERIENCE

UIUX Developer   April 2024 - Present
V4U   *Remote*

- Achieved 90% growth in user engagement through user research, user testing, information architecture, and responsive design..
- Led user research and design initiatives that resulted in a 95% improvement in web gaming and app design satisfaction
- Developed an AI image generator, implementing A/B testing and user research to enhance usability and drive user adoption..

PROJECTS

AI Image Generator. pearheaded the creation of a user-friendly interface for an AI image generator app, allowing users to input prompts and generate customized images based on their requirements. Conducted extensive UX research and developed both low-fidelity and high-fidelity design prototypes, ensuring an intuitive and engaging user experience. Currently finalizing backend integration in preparation for public launch.

Gaming Web App Development. Designed a responsive gaming web app optimized for various screen sizes, enabling users to easily log in and select their favorite games. Focused on creating an engaging user experience for gaming enthusiasts, ensuring seamless access to gameplay on both web and mobile platforms. Responsible for conducting UX research and implementing UI design, enhancing user satisfaction and enjoyment.

EXTRA-CURRICULAR ACTIVITIES

- Skill Development in Design Actively engage in hands-on design projects and creative challenges to apply new concepts and enhance design skills. problem-solving abilities..

CERTIFICATES

- Google UX Design Process: Empathize, Define, and Ideate
- Google High-Fidelity Design and Prototype in Figma
- Google Foundation of User Experience (ux) Design