

NEERAJ KUMAR

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SUMMARY:

I am multidisciplinary designer with expertise in branding, graphics, UI and UX design, aim to create meaningful work at the intersection of design, strategy, and technology.

EXPERIENCE:

Product & Brand Design Intern - Brain Alive | June 2023 - Sep 2023

- Developed a cohesive visual identity for Brain Alive AI, including logo design and a comprehensive style guide, resulting in a 20% increase in brand recognition across target audiences.
- Created a product website that elevated web traffic and user retention by 35% and 25%, respectively.
- Collaborated closely with developers, project managers, and the marketing department to ensure seamless project execution, resulting in a 30% boost in user engagement and a 15% reduction in project completion times.

UI/UX Design Intern - Nueflo | Aug 2022 - Nov 2022

- Contributed to SaaS product development by conducting user research, optimizing iterations, and minimizing onboarding time by 15%.
- Utilizing Figma and Adobe Photoshop, I designed wireframes, mock-ups, and prototypes that followed design principles and industry standards.
- Presented design concepts and user journey maps to stakeholders, incorporating feedback to refine and optimize the final product

UI/UX Design Intern - Yellowchalk Studio | July 2021 - Oct 2021

- Interacted with multidisciplinary teams to design mobile and web applications, aligning with clients' goals and accelerating user satisfaction by 18%.
- Analyzed user behavior and interaction data to identify issues and areas for enhancement.
- Crafted unique design systems and style guides for multiple projects, raising design reliability and effectiveness by 30%.

PROJECTS:

[\[Link\]](#) Sage VR Application - Master's Thesis

- Revolutionized India's spiritual landscape for youth by integrating AI-guided meditation, immersive scripture study, and AR/VR experiences, bridging cultural heritage with modern technology.

[\[Link\]](#) Zenify Mobile Application

- An innovative app utilizing personalized biofeedback to enhance meditation practices and deepen self-connection for busy modern individuals.

[\[Link\]](#) Moda Muse Mobile Application

- Vogue Voyage Revolutionizes Fashion with Real-Time Trend Analysis and Ethical Data Analytic.
- I researched and designed an interactive mobile application that uses real-time social media and online shopping data to provide actionable insights, filling a gap in trend analysis.

SKILLS:

Problem solving, UI/UX Design, Wire-framing, Branding, Prototyping, Conceptualization, Design Thinking, Graphic Design, 3d Modeling, 3D Animation, Team Collaboration, Web Design

SOFTWARES:

Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Blender 3D, Microsoft Power Point, Microsoft Word

EDUCATION:

MA Visual and Experience Design - UE Innovation Hub Potsdam | Sep 2023 - Aug 2024 | Berlin, Germany

Bachelor's Transportation and Mobility Design - UPES | July 2018 - May 2022 | Dehradun, India

Language:

German - Beginner | English - Fluent

INTERESTS:

Volunteer Work, Chess, Basketball, Traveling, Photography, Artwork for car wraps.