PRACHI RAJPUT

UI/UX DESIGNER　📍 BHOPAL, INDIA　📞 6261302991

DETAILS

Bhopal
India
6261302991
Prachirajput267@gmail.com

SKILLS

Figma

Prototyping

Wireframing

FigJam

Design System

Accessibility

Typography

Mobile Design

Balsamiq

LANGUAGES

Hindi

English

PROFILE

I enjoy creating design experiences that users love and remember. I believe that design solutions should be simple and intuitive.

EMPLOYMENT HISTORY

UI/UX Designer at RedCrest E-Commerce Pvt Ltd.
June 2022 — Present

- Created wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas.
- Conduct user research and testing to inform design decisions and ensure that the final product meets the needs of the target audience.
- Collaborate with cross-functional teams, including product managers and developers, to ensure that the design meets project requirements and enhances the user experience.
- Ensure that designs are visually appealing, easy to use, and meet the needs of the target audience. Lead the design process for several projects, including redesigning the company's Vectorcop website.

INTERNSHIPS

UI/UX Design at Imperio E-Commerce LLP · Full-time, Bhopal
March 2022 — May 2022

Worked closely with the design team to gain hands-on experience in the design process Assisted with the creation of marketing materials, including email campaigns and social media advertisements

Assisted in the management of design presentations and communicated design decisions and rationale to stakeholders

Stayed up-to-date with the latest design trends and technologies, continuously seeking opportunities to improve the user experience.

PROJECTS

YoCharge Design

At RedCrest Ecommerce Pvt Ltd, I led the design efforts for YoCharge, a white-label EV charging software solution that enables businesses to quickly launch, operate, and scale their own branded EV charging stations. I developed wireframes, prototypes, and the final UI design for the platform. My design contributions played a significant role in the platform's success, attracting numerous businesses to adopt YoCharge for their EV charging station needs.

Vectorcop.com Redesign

As the lead UI Designer on this project, I was responsible for conducting user research and improving the user experience of Vectorcop.com, a website that converts raster to vector. I worked closely with the development team to implement my designs and enhance the website's navigation and overall usability. My efforts resulted in a significant increase in conversion rate, with a 30% improvement compared to the previous design.

Slicify.photos Design

I was given the opportunity to design Slicify.photos, an online background removing website, from scratch. I worked closely with the product manager to understand the business goals and user requirements, conducting user research and testing to ensure that the design met the needs of the target audience. I delivered high-fidelity mockups and prototypes, ensuring that the final product was visually appealing and easy to use.

EDUCATION

B.Com, MLB, Bhopal , Bhopal
July 2020 — June 2023

REFERENCES

Ankish Khatri from RedCrest E-commerce Pvt. Ltd
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Ateet Nandurkar from Imperio Ecommerce
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