POOJA JHUNJHUNWALA
UI DESIGNER

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I am a UI designer with a background in pastry art, human development, fashion, and interior design. I was born and raised in India and I have always been passionate about design and creativity. I am experienced in communicating with customers and dedicated to understanding what clients want and need. I empathize with clients and take pride in my organizational skills and attention to detail.

PROJECTS:

- **Wagtales-** A location-based app created using Balsamiq, Sketch, and Invision for pet parents to find anything pet-related from pet clinics to dog parks or emergency facilities in any area.

- **Grocers-** An online shopping app designed using Sketch where users can shop their groceries from stores in their area with contact-free delivery.

- **Plated Pixiedust-** A recipe app created using Sketch, Usability hub, and Invision in which users get a step-by-step recipe and video for Vegetarian and Vegan recipes.

- **Ping-** A messaging app mini-project created using Sketch and Flinto.

- **Remember-** A note-taking app mini-project created using Sketch.

EXPERIENCE

Plated Pixiedust- Recipe Developer and Blogger

2019 to now / Website: www.platedpixiedust.com/ Platforms: @platedpixiedust

- Design a website using Squarespace and develop recipes for the blog.
- Write and create content- food, and lifestyle blog posts, including editing pictures and videos for each recipe.
- Share the above content on social media platforms such as Instagram, Youtube, Pinterest, and TikTok and analyze data pertaining to posts to create content based on engagement.
- Partner with brands by using their products and giving shareable useful feedback to the community and create shareable content.

Cake by Pooja- Founder and Head Baker

2016 to 2019/ Kolkata, India

Onset Retail store- Intern and Event Managing

SKILLS & TOOLS

Sketch
Invision
Balsamiq
Flinto
Keynote
iMovie
User Flows
Competitor Analysis
Wireframing
Prototyping
Usability Testing
Style Guides
Color schemes
Iconography
Typography
Branding
Responsive Design
HTML

EDUCATION

CareerFoundry
2020 - 2021
UI Design Program- An intensive project-based course completing many UI/UX projects
Specialization: Front-end Development including Javascript, CSS, and HTML.

Institute of Culinary Education, NYC
2015-2016
Pastry & Baking Diploma
Cake Decoration Diploma

JD Birla Institute, Kolkata
2012-2015
BSc in Home Science-
Human development, Design, and

LANGUAGE

English, Hindi, Bengali