

# POOJA JHUNJHUNWALA

## UI DESIGNER

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poojauidesigner.com



Jersey City



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.

## EXPERIENCE

### Plated Pixiedust- Recipe Developer & Blogger

2019 to now / Website: [www.platedpixiedust.com](http://www.platedpixiedust.com) / Platforms: @platedpixiedust

- Design website using Squarespace and develop recipes for blog.
- Write and create content- food and lifestyle blog posts, including editing pictures and videos for each recipe
- Share 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 community and create shareable content

### Cake by Pooja- Founder and Head Baker

2016 to 2019/ Kolkata, India

### Onset Retail store- Intern and Event Managing

November 2011- April 2012/ Kolkata, India

## PROJECTS:

- **Wagtales-** A location based app created using Balsamiq, Sketch and Invision for pet parents to find anything pet related 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 each Vegetarian and Vegan recipe.
- **Ping-** A messaging app mini project created using Sketch and Flinto.
- **Remember-** A note taking app mini project created using Sketch.
- **Poojauidesigner.com** - Created portfolio website using HTML, CSS and Javascript coding using Atom, Github and hosted on Godaddy.

## SKILLS & TOOLS

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

## 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 Food science

## LANGUAGE

English, Hindi, Bengali