



Prasanna Kumar

■ UX DESIGNER & RESEARCHER
■ ECOMMERCE ANALYST
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ABOUT

Enthusiastic UI/UX designer, fresh graduate with a strong foundation in user-centered design. Skilled in wireframing, prototyping, and usability testing. Eager to contribute creativity and collaboration to dynamic teams, transforming client goals into visually appealing digital solutions. Excited to drive success in UI/UX design.

SKILLS

UX Design - User Research - Interaction Design
 Visual Design - Prototype - Usability Testing
 Design Thinking - Wireframe - mockup - Figma
 HTML - CSS - Bootstrap

EDUCATION



2015 - 2018

Bachelor of Computer Applications
Kongunadu Arts & Science, 63% Grade Average

CERTIFICATE



Jul 2023 - Oct 2023

UX Professional Certification
Google, 79.8% Grade Average

TOOLS



TECHNICAL SKILLS

Proficient in conducting User Research through Interviews, Surveys, and Usability Testing to extract valuable insights

Creating the User Personas and Journey Maps to deeply understand user needs and behaviors, ensuring product designs with user expectations

Conducting heuristic evaluations design and enhance the usability and accessibility of digital products

Proficient in utilizing design tools like Figma, Adobe XD, Photoshop to develop Wireframes, Mockups, and Prototypes

Iterate on designs based on feedback from users and stakeholders

EXPERIENCE

Shiva Texyarn Limited

Ecommerce Analyst

Nov 2021 - Mar 2023

I have a strong record of handling product listings on popular online marketplaces including Amazon, Flipkart, Myntra, and own e-commerce store. My responsibilities is to monitoring order fulfillment and generating sales reports across platforms. I always ensure the brand's trademarks and resolved distribution issues in these platforms. I successfully implemented new strategy to increase sales and also enhance the in-house operations. I stayed at tuned to market trends and integrated social media marketing strategies. While collaborating closely with the design team for website development (Website Design and product Image enhancements)

Infinity Digital PVT Ltd

Lead Generation/SEO Analyst

Sep 2020 - Oct 2021

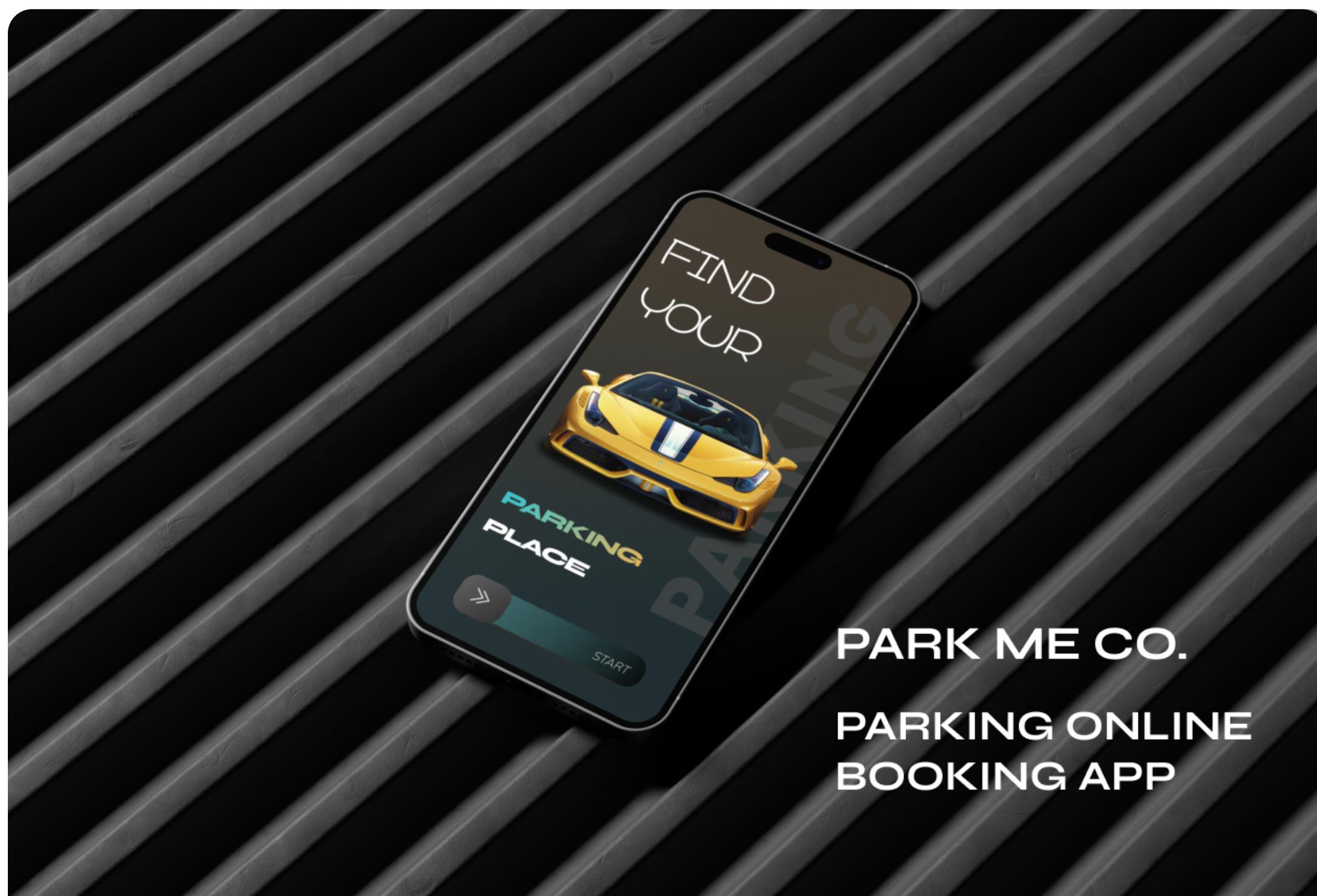
Kamsys Tech Solution PVT Ltd

Ecommerce Analyst

Jul 2018 - Aug 2020

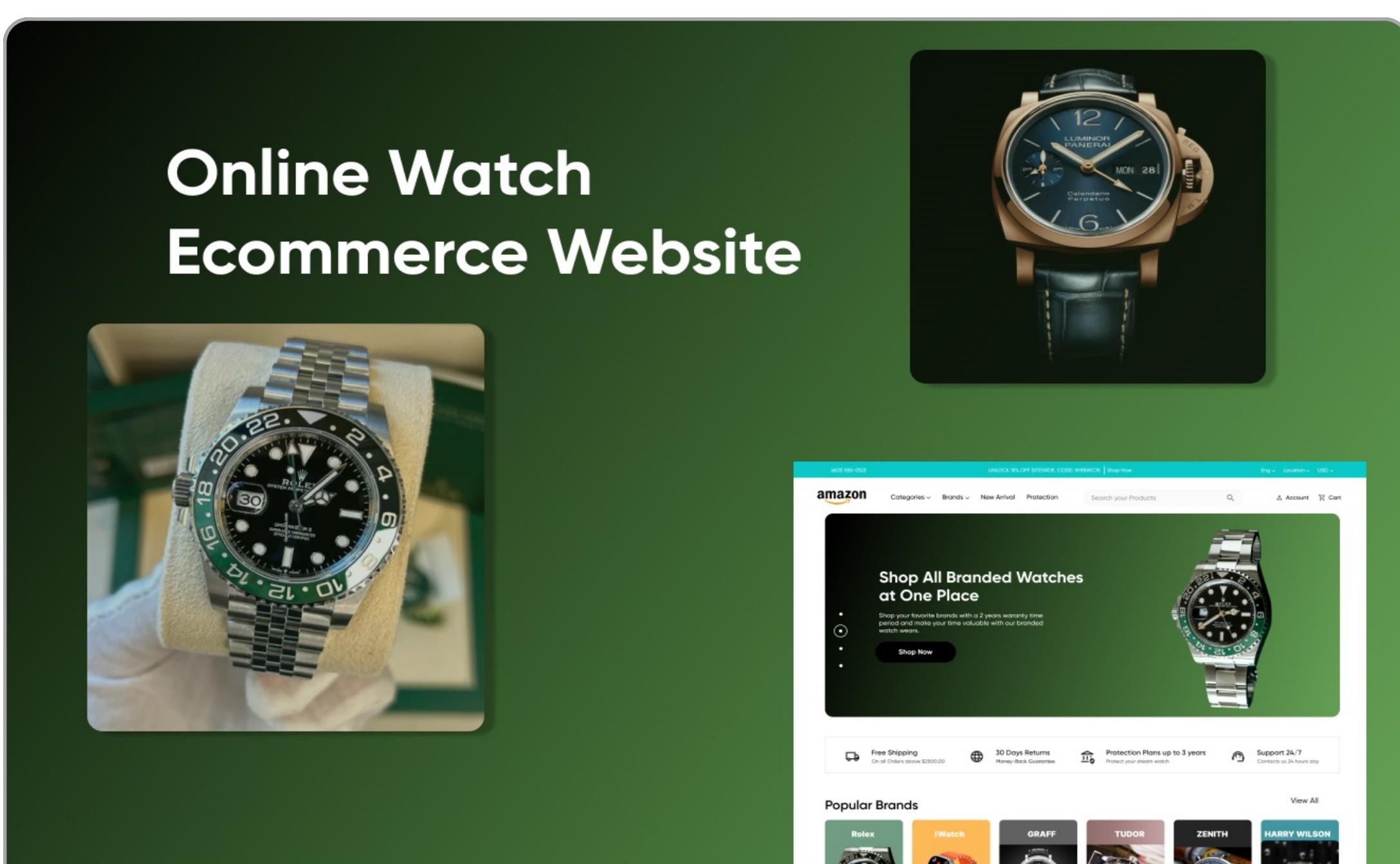
PROJECTS

Currently Working on a few UI/UX projects based on different categories. I have done some research and knowledge implemented in my all projects. I take pride in designing inclusive user experiences that meet also a business expectations. This is the list of projects which I have own. Happy to get a call and also glad to discuss about the projects.



Parking Online Booking App

PARK ME CO's - I wanted to make finding park easy and stress-free for users. I have research the problems what people facing and proposed a solutions with my design and appealing user interfaces.

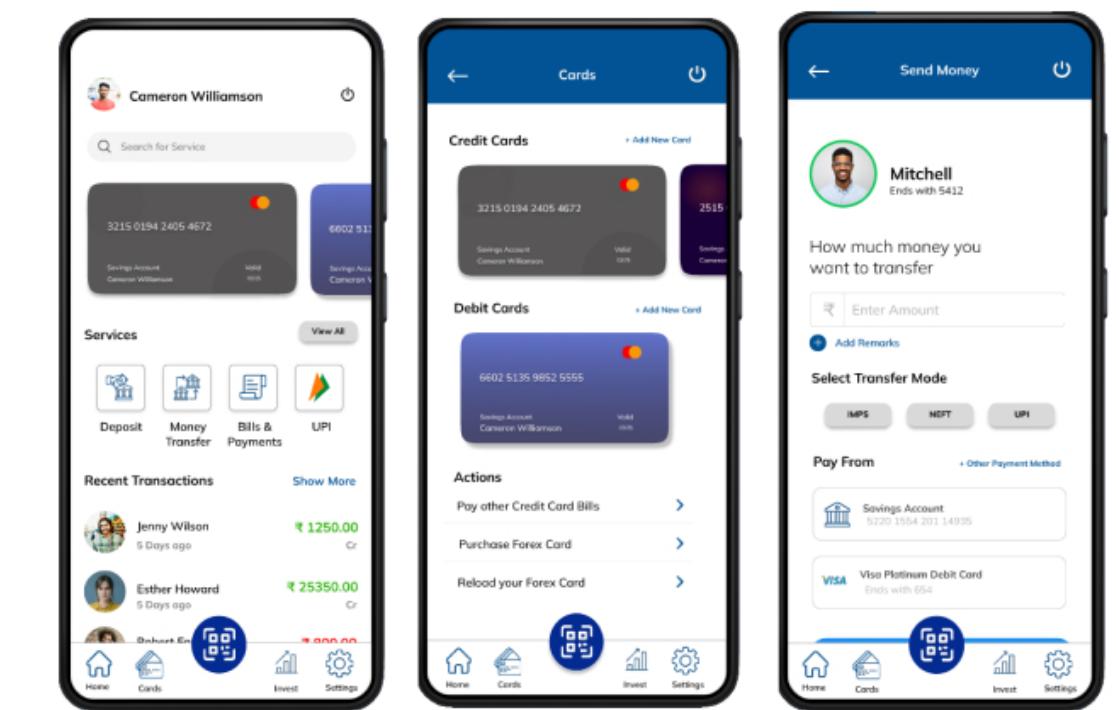


Online Watch Ecommerce Website

This project is about Online shopping ecommerce website. The main objective of this design is create a ecommerce shopping website for whom the customers would love to wear the branded wrist watches. The other interesting factors are you can buy a branded watch in one place and also you can able to imported watch from the other desired country



HDFC Banking
App Redesign

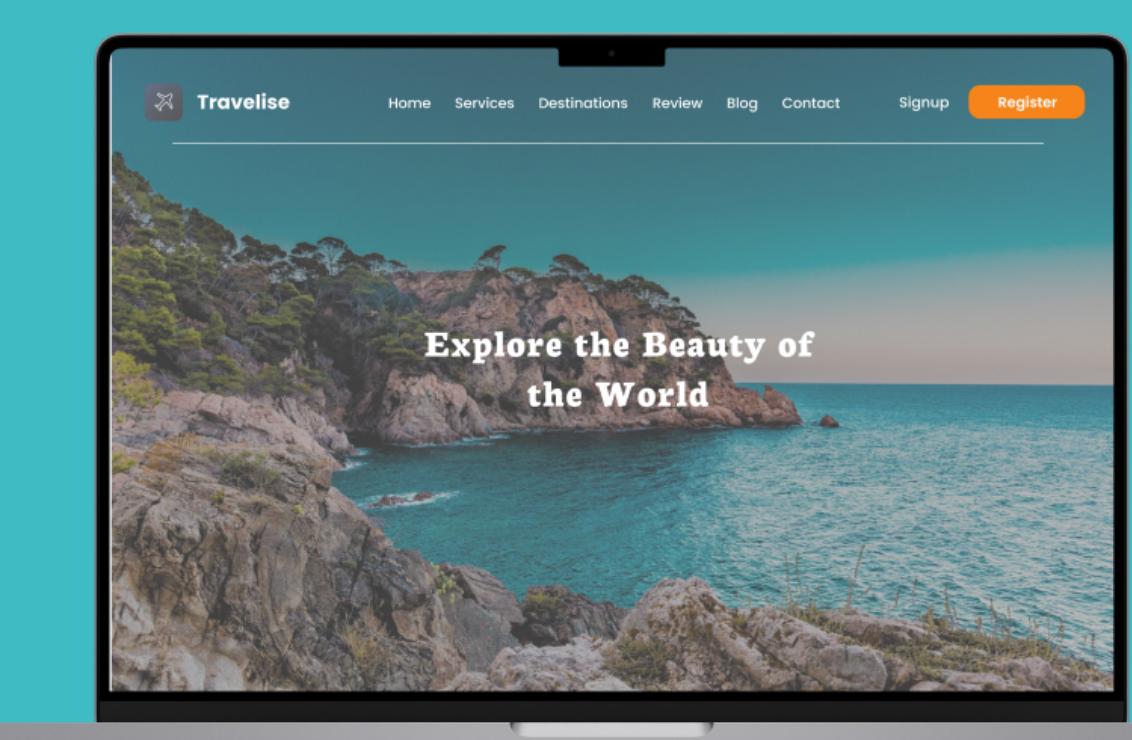


The project aim is to make a smooth UX and user-friendly digital experience

HDFC Banking App Redesign

As a HDFC mobile app user, I have encountered many challenges to complete a task. So, I decided to find a proposed solutions to it. Design includes User Research, Interviews, Wireframes, and High Fidelity prototypes.

Travel Agency Website Design



Travelise Website

This project design based on travel website design. This main objective of the website is the people can book the tickets to desired dream land. The travel is becoming one of the most entertaining and needy one. This design includes flight ticket booking, facilities to the customer on their vacaction area, and so on.

Contact Me On

