

# NEELAM RAJINI LUGUN

## UI/UX DESIGNER

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### Profile

7+ years of experience in design proficiency in UI/UX process and tools with knowledge of digital marketing and marketing communication

### Education

● June 2020- Nov 2021

Springboard UI/UX design  
1:1 mentorship and 2 capstone projects)

● May 2009 - June 2013

National Institute Of Fashion  
Technology - Design

● May 2006 - May 2008

Bachelor In Science - B.sc

### Tools

Adobe XD  
Adobe Photoshop  
Figma

Miro  
Coreldraw  
InVision

### Skills

User Research  
User stories  
UI Prototyping  
User Flows  
Sketching

Teamwork  
Animation  
Iconography  
Wireflows  
Wireframing

### Work Experience

#### Design projects July 2020 - June 2021

- "Littlefield" Designed and developed a mobile app for online/offline fashion and retail fashion shopping unable to drap the garment to a body shape before buy.
- "Meteor" Developed and designed a mobile application for online fashion retail shopping to guest checkout
- Re-designed and developed mobile application for home furnishing online shopping

2013-2021

#### Visual Merchandiser

Lifestyle International Pvt Ltd  
Forever New Apparels Pvt Ltd  
Veromoda Pvt Ltd

- Provided solutions to store's specific visual and merchandising challenges using brand standards and corporate visual guidelines.
- Designed and styled instore merchandise display.
- Taken lead for store Marketing communication and Visual merchandiser with 5 team members in store