



# Shravani Palve

User Experience Designer

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## Profile

Passionate UI/UX designer crafting sleek, user-focused experiences that fuse design with purpose. Backed by digital marketing and content creation expertise, I deliver creative solutions that captivate users and solve real-world challenges

## Experience

- Lead Catalyst

UI/UX Design Intern

Aug 2023 - Nov 2023

  - Defined a scalable design system, enhancing team efficiency by 15%.
  - Spearheaded SaaS website design, which improved user engagement by 20%.
  - Developed detailed website that increased project approval rates by 25%.
- SPICE Club

UI/UX Design Intern

May 2024 - Present

  - Designed the entire fintech application from scratch, using a user-centered design process to understand user behavior and needs.
  - Successfully launched the application, onboarding 3k+ users within the first month.
  - Conducted user research and usability testing, leading to a 25% increase in user retention and a 15% reduction in user drop-off rates
- Hotel Hindkesari

Digital Marketer

June 2024 - Present

  - Grew Facebook followers from 2k to 91k (+4450%) and Instagram followers from 2k to 67k (+3250%) within 4 months.
  - Increased online engagement by 35% through targeted social media strategies.
  - Implemented creative visual direction and logo design that drove a 28% increase in brand recognition.
  - Contributed to a 40% rise in business inquiries, leading to a 22% boost in sales revenue.

## Education

- Bachelor of Design, UX/UI Design

Sandip University

2021-2025
- Senior Secondary (XII), Science

M.S.G college

2019-2021

82%

## Skills

- User Research
- Design Thinking
- Interface Design
- Prototyping
- Wireframing
- Market Research
- Figma
- Adobe XD
- Adobe Creative Cloud
- Blender
- HTML & CSS
- Premiere Pro
- Empathy
- Team Collaboration
- Communication
- Adaptability

## Certificates

- Design Skills : User Experience

Accenture
- Design Virtual Experience Program

BCG
- Product Design by

Accenture