

# Reena Rani

sainireena700@gmail.com | [www.linkedin.com/in/ranireena/](https://www.linkedin.com/in/ranireena/) | +44 7384202339 | Brighton, UK

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## Profile Summary

Experienced Web and Graphic Designer pursuing an MSc in UX Design at the University of Brighton. Proficient in HTML, CSS, Photoshop and UI Design. With a strong attention to detail, I thrive at producing results that are well-polished. My ability to communicate effectively allows me to build solid, long-lasting professional relationships that facilitate smooth collaboration and project success.

## Experience

### Web Assistance & Designer | Radar One Media Ltd | Brighton, UK

April 2023 - January, 2024

- Maintained and optimised WordPress plugins and themes for website performance and security.
- Customised layouts and stylesheets for enhanced user experience and visual appeal.
- Contributed to SEO, ad placement, and social media management for increased online presence.

### Web Designer | Treble-D Solutions | India

April 2022 - December 2022

- Designed and delivered websites with clean design and optimised performance.
- Worked collaboratively to implement user feedback, refining website functionality for optimal performance.
- Maintained high standards in web development, focusing on responsive design and cross-browser compatibility.

### Web Designer & Developer | Kushub Media Solution Pvt Ltd | India

January 2019 - March 2021

- Implemented daily backup and recovery plans for websites, ensuring data integrity.
- Spearheaded efforts to optimise web development processes, prioritising responsive design and ensuring compatibility across various browsers.
- Planned websites strategically to effectively showcase multimedia content, optimising user visual and interactive experience.

### Web & Graphic Designer | Midriff Info Solution | India

January 2016 - December 2018

- Crafted beautiful, highly effective web pages that performed brilliantly on mobile tablet and desktop.
  - Contributed to backend experience with developers, enhancing overall website functionality.
  - Utilised design software and tools, such as Adobe Photoshop, to execute design projects efficiently.
  - Provided ongoing technical advice and support to the team on website related issues, promptly resolving problems by finding ideal solutions.
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## Education

### MSc in User Experience Design | University of Brighton | Brighton, UK | Student

January 2023 - June 2024

**Solar Energy App:** Developed a solar energy management app adhering to ISO methodologies. Conducted heuristic evaluations and introduced features like real-time data visualisation and seamless energy transition.

**Job Post & Search App:** Utilised 'Design Thinking' methodology to create innovative job search solutions. Involved in problem-solving from empathy to prototyping, ensuring user-centric outcomes.

**Diet Chart Planner App:** Designing a diet chart planner app using figma, focusing on crafting an engaging user experience tailored to the needs of health-conscious individuals, with an emphasis on seamless navigation and visually appealing interfaces.

## **Diploma | Kalpana Chawla Govt Polytechnic for Women - India | 2011 - 2014**

3 years diploma in Computer Science Engineering

## **Bachelor of Arts | Kurukshetra University | India | 2009 - 2012**

3 Years - Bachelor of Arts

## **Certifications**

**Design Thinking: Understanding the Process** / LinkedIn Learning

**Sketching for UX Designers** / LinkedIn Learning

**Accessibility for Web Design** / LinkedIn Learning

**WordPress: Speeding Up Your Site** / LinkedIn Learning

**Enterprise Design Thinking Practitioner** / Issued by IBM

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## **Skills**

HTML	CSS	WordPress	jQuery
Javascript	ReactJS	Shopify	Wireframing
Figma	Photoshop	UI/UX	SCSS
User Research	UI Design	SEO	Slack
Responsive Design	Bootstrap	WooCommerce	User Personas
High-fidelity Prototyping	Interaction Design	Low-fidelity Prototyping	BPMN Model
Wix	Evaluation Methods	Google AdSense	Github

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## **Volunteering**

### **Volunteer | Ladies That UX Brighton | Brighton, UK**

*November 2023 - Present*

- Enhanced website functionality by implementing new features and optimising existing ones.
  - Managed in-person event registrations, ensuring a seamless and efficient check-in process.
  - Assisted in content updates and promptly addressed design issues to enhance visual appeal and functionality.
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*References available upon request*