Riya Prasad

UX Designer | Frontend Developer

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Personal Statement

Proficient at UX designing and front-end development with a deep passion for solving real user problems through intuitive, user-centered design. My focus is on creating products that improve everyday experiences, using research, usability testing, and collaboration to deliver practical, impactful solutions. I'm eager to grow as a UX designer and craft meaningful, problem-solving products that make users' lives easier.

Professional Experience

06/2024 – present

UX Designer
Digital Avenues PVT LTD
- Lead the entire UX design process, from user research and persona creation to wireframing, prototyping, usability testing, and continuous design improvements.
- Excel at managing multiple UX projects simultaneously, ensuring that I meet deadlines and maintain high-quality work across various departments and products.
- Collaborate closely with developers, product managers, and other stakeholders, aligning business objectives with user needs to deliver seamless, user-centric designs.
- Conduct user interviews, surveys, and usability tests to gather insights and validate design solutions, ensuring the end product truly meets user needs.
- Rely on both qualitative and quantitative data to inform my design decisions, optimizing usability and increasing engagement across products.
- I work effectively in Agile environments, continuously adapting to evolving requirements and delivering iterative improvements to the user experience.
- As the sole UX designer, I managed and delivered UX design for multiple projects simultaneously, balancing deadlines and ensuring consistent quality across various initiatives.

03/2024 – 05/2024

UI-UX Designer, Internship
MTrench
- Redesigned the official website focusing on enhancing user experience and usability.
- Conducted user research and usability testing to gather insights and iterate designs for optimal user interaction.
- Collaborated closely with cross-functional teams including developers and product managers to translate business requirements into compelling design solutions.
- Created wireframes, prototypes, and mockups using industry-standard design tools such as Figma, Photoshop.
- Contributed to the development of design systems and style guides to ensure consistency and scalability across products.
- Received positive feedback from stakeholders for delivering visually appealing and user-friendly designs that met project objectives and exceeded client expectations.

01/2023 – 12/2023

Frontend Developer/ UI-UX Designer
Freelancer
- Implement responsive design principles to ensure that the layout and content adapt gracefully to various screen sizes.
- Conduct thorough testing and debugging of frontend code to identify and resolve issues, ensuring a bug-free and smooth user experience.
- Create wireframes, mockups, and prototypes that visually represent the layout, structure, and elements of web pages or applications. Design buttons, forms, navigation menus, and other UI components with a focus on usability and aesthetics.
- Develop the visual style, color schemes, typography, and imagery that align with the brand and project objectives.
- Conduct user research to understand the target audience, their needs, behaviors, and pain points.

- Conduct usability testing to gather user feedback and make data-driven improvements to the UX design. Communicate design concepts and decisions to clients or stakeholders, gather feedback, and make necessary adjustments.
- Create user journey maps to visualize and optimize the user's path through the website or application.

06/2022 – 12/2022	**Web designer** *Atlantiser Mediatech Pvt. Ltd.*

- Optimize frontend code and assets to enhance website speed and overall performance, which includes minimizing HTTP requests and using techniques like lazy loading.
- Conduct testing and debugging of frontend code to identify and resolve issues, ensuring a bug-free user experience.
- Use version control systems like Git to manage and track changes to the codebase, facilitating collaboration with other developers.
- Effectively communicate with team members and stakeholders to understand project requirements, provide progress updates, and address any concerns or questions.
- Implement tools and techniques to monitor website performance, gather user feedback, and make data-driven improvements.
- Maintain clear and organized documentation of the frontend codebase to facilitate future development and troubleshooting.

07/2021 – 04/2022	**Frontent Developer** *Uexcelerate*

- Create visually appealing and responsive user websites based on design mockups and wireframes.
- Ensure that the frontend code functions consistently and optimally across different web browsers and devices.
- Optimize frontend code and assets to improve website or application performance, including minimizing load times and reducing page size.
- Collaborate with UI/UX designers, backend developers, and other team members to integrate frontend and backend components seamlessly.
- Conduct thorough testing and debugging of frontend code to identify and resolve issues, ensuring a bug-free and smooth user experience.

09/2020 – 05/2021	**Frontend Developer** *Freelancer*

- Produced professional creative concepts and solutions and assisted in the website design development to ensure that the clients' needs were fully met.
- Completed presentations, collaborated and worked closely with other designers and developers.
- Tested websites across various browsers and devices to ensure compatibility.

Education

2015 – 2018	**Bachelor of Arts** *Calcutta University*

Skills

HTML	CSS	Bootstrap	SCSS
Javascript	Figma	React.js	User Interface
User Research	User Experience	Interactive Design	Usability Testing
Git	Webflow	Python	Django
MySQL	WordPress		

Certificates

- Figma UI/UX Design ⬈
- Foundations of User Experience (UX) Design by Google ⬈