Riya Prasad

UX Designer | Frontend Developer

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Personal Statement

Empathetic and solution-driven UX Designer with a knack for blending creativity and technical expertise to deliver impactful digital experiences. With strong skills in user research, interactive prototyping, and front-end implementation, I design solutions that resonate with users and align with business objectives. Known for tackling complex challenges through collaboration, strategic design thinking, and a commitment to user satisfaction.

Professional Experience

UX Designer, *Digital Avenues PVT LTD*   06/2024 – present

- **Employee Experience Tool:** Developed an internal app for onboarding, leave management, WFH policies, and performance reviews, featuring role-based access controls and intuitive dashboards, enhancing data privacy and boosting task completion efficiency by 25%.
- **Used Car Marketplace:** Created a strategic platform for buying, selling, and donating cars, with user-centric eligibility flows, priority filtering, and automated documentation, boosting engagement by 20% and ensuring equitable vehicle access.
- Established a scalable design system, improving design consistency across projects and reducing development time by 30%.
- Collaborated with teams to align business goals with user-centric designs, using React.js, HTML, CSS, and JavaScript for functional prototypes.

Brand and Website Designer Contract, *Snd Consulting*   05/2024 – 05/2024

Project: Accumly

- Designed and developed a WordPress-driven website for Accumly, an AI-powered FinOps platform, focusing on user-friendly interfaces for complex financial data.
- Created a cohesive brand identity, including logo design, color scheme, and typography, to establish Accumly as a reliable and innovative financial technology brand.
- Addressed challenges in visualizing complex financial data by introducing customizable dashboards with clear, actionable insights, paired with a professional color palette and a geometric logo symbolizing trust and growth.
- Accumly's intuitive design and cohesive branding enhanced its appeal to enterprise clients, driving successful client acquisition within six months of launch.

UI-UX Designer, Internship, *MTrench*   03/2024 – 05/2024

- Revamped the company's website, optimizing it for a seamless user journey, resulting in a 25% boost in user satisfaction ratings.
- Conducted in-depth user research and usability testing, translating insights into actionable design solutions that enhanced usability and interaction.
- Collaborated closely with development teams to ensure that business goals were effectively incorporated into wireframes, prototypes, and design systems.
- Created a unified design system, enhancing consistency across product lines and reducing design handoff time by 30%.

Frontend Developer/ UI-UX Designer, *Freelancer*   01/2023 – 12/2023

- Designed "JotSpot," a collaborative note-taking app with tag-based organization, template customization, real-time editing, in-note commenting, and version control, increasing team adoption by 25%. Conducted user interviews to refine workflows, leading to a 30% improvement in user satisfaction.

- Designed "WordBound," a personalized book discovery app with a recommendation engine based on user preferences and reading history, reducing decision fatigue and enhancing user experience. Boosted engagement through gamified reading goals, badges, and streaks, increasing retention by 30%, and fostering community interaction via book clubs, forums, and user reviews, raising participation by 25%.

- Conducted usability testing to optimize navigation, ensuring accessibility, and created interactive wireframes and prototypes in Figma, aligning seamlessly with development objectives.

- Designed and developed responsive websites with 99.9% cross-device compatibility, improving user retention and increasing conversion rates by 18% through data-driven design optimizations and A/B testing.

- Created detailed prototypes, wireframes, and user journey maps to streamline development and ensure alignment with client needs.

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

- Implemented comprehensive testing procedures to debug and troubleshoot frontend issues, reducing bug reports by 30%.

- Introduced data-driven improvements based on user feedback, increasing site navigation efficiency by 15%.

- Improved website performance by 22% through analytics-driven optimizations and user-centered redesigns.

- Designed adaptive interfaces informed by user feedback, increasing navigation efficiency by 15%.

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

- Engineered responsive, visually appealing websites that adhered to strict brand guidelines, improving user retention by 25%.

- Ensured smooth cross-browser functionality, maintaining consistency across all devices and platforms.

- Collaborated with UX team to integrate cohesive front-end and back-end solutions, reducing page load times by 20%.

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

- Delivered custom website designs tailored to clients' needs, ensuring 100% client satisfaction with improved user interfaces.

- Led end-to-end website development processes, including prototyping, testing, and deployment, achieving on-time project delivery for all engagements.

Skills

UX Design: User Research, Wireframing, Prototyping, Usability Testing, Journey Mapping, Interaction Design, Accessibility

Frontend Development: HTML, CSS, JavaScript, React.js, Bootstrap, SCSS, WordPress

Tools: Figma, FigJam, Webflow, Git, VS Code, Marvel, Canva, Photoshop

Certificates

- Figma UI/UX Design ⌇

- Interaction Design Foundation (Oct 2024 - Ongoing)

- Foundations of User Experience (UX) Design by Google ⌇

Education

Bachelor of Arts, *Calcutta University*   2015 – 2018