

Riya Prasad

UX Designer | Frontend Developer

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Personal Statement

Innovative UX Designer with a proven ability to merge user empathy with technical expertise, crafting seamless digital experiences. Leveraging a strong background in frontend development, I transform complex user needs into intuitive, data-driven solutions that drive engagement and business success. Known for collaboration, usability testing, and continuous iteration, I design products that are both highly functional and impactful, always with a focus on solving real-world challenges through practical, user-centered design.

Professional Experience

06/2024 – present	<p>UX Designer Digital Avenues PVT LTD</p> <ul style="list-style-type: none">• Spearhead the complete UX design lifecycle, from initial research and user personas to wireframing and prototyping, consistently driving user-centered improvements.• Delivered a 20% increase in user engagement by conducting targeted usability tests and leveraging both qualitative and quantitative data to refine designs.• Built strong cross-functional collaboration with product managers, developers, and stakeholders, ensuring business objectives are seamlessly integrated into user experiences.• Prioritized Agile methodologies, adapting swiftly to evolving project requirements, which reduced design iteration times by 15%.
03/2024 – 05/2024	<p>UI-UX Designer, Internship MTrench</p> <ul style="list-style-type: none">• 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%.
01/2023 – 12/2023	<p>Frontend Developer/ UI-UX Designer Freelancer</p> <ul style="list-style-type: none">• Designed and developed responsive websites that maintained 99.9% cross-device compatibility, enhancing user retention for clients.• Increased conversion rates by 18% through data-driven design optimizations based on user behavior analysis and A/B testing.• Produced detailed prototypes, wireframes, and user journey maps to streamline the development process and align with client needs.

- Achieved 100% project completion rates within deadlines while balancing multiple client engagements.

06/2022 – 12/2022

Web designer

Atlantiser Mediatech Pvt. Ltd.

- Boosted website performance by 22% through front-end optimization techniques such as minimizing HTTP requests and implementing lazy loading.
- Implemented comprehensive testing procedures to debug and troubleshoot frontend issues, reducing bug reports by 30%.
- Utilized Git for version control, fostering collaboration with developers and maintaining efficient workflow processes.
- Introduced data-driven improvements based on user feedback, increasing site navigation efficiency by 15%.

07/2021 – 04/2022

Frontend Developer

Uexcelerate

- 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 UI/UX teams to integrate cohesive front-end and back-end solutions, reducing page load times by 20%.

09/2020 – 05/2021

Frontend Developer

Freelancer

- 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, Usability Testing, Wireframing, Prototyping, Interactive Design, Motion Design

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

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

Backend Development: Python, Django, MySQL

Certificates

- Figma UI/UX Design [🔗](#)
- Foundations of User Experience (UX) Design by Google [🔗](#)

Education

2015 – 2018

Bachelor of Arts

Calcutta University