Shalu Shalu, UI/Visual designer

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Summary:

UI/UX designer with a professional background as an Assistant and Web designer experienced in web and mobile applications, including product design with various industries. Who is eager to learn and contribute to team success through hard work, attention to detail, and excellent organizational skills. Passionate in designing products and applications according to the user's needs and experience and making human-centred designs aesthetical and straightforward.

Certification:

Careerfoundry- Berlin, Germany (2021-2022)

User Interface design

Portfolio/Website:

https://shaluportfoliowebsite.github.io/Shaluportfoliowebsite/index.html
https://www.linkedin.com/in/shalu0907/
https://www.behance.net/Shaluoad_90

Technical Skills:

Tools	:	Figma, Sketch, Adobe XD, Balsamiq
Programming	:	HTML5, CSS, Javascript
Project management tool	:	JIRA
Application Packages	:	Adobe Photoshop, GitHub, invision, Marvel, Flinto, Atom, Keynote, Mural
Methodology	:	Scrum Agile

Design Skills :

User research, Competitive analysis	Responsive designs, Mockups
Wireframes, Prototyping	UI/interaction design, UI animation
User flow task, Information architecture	UI Components, Style guide, Native designs
Usability testing, A/B testing	Html, CSS, JavaScript
Design system, layout grid	Building Cohesive Design

Soft Skills:

Excellent Communication Skills	Self Motivated & Well Organized
Problem Solver	Fast Learner
Solution-Oriented	Time management

Experience (4 years)

UX/UI designer- Contract
Victorious Infotech Pvt Ltd. – Toronto, ON   **Sep 2022 – Current**

Online Education Website

- Understanding the business requirements and project needs and **collaborating with Stakeholders and other design teams.**

- Utilizing all the UX design approaches for the website application and **working on the interaction/Visual design.**
- Collecting the information through **user research** and **user interviews**, created the digital design solution for the website.
- Creating **user flow tasks** based on user personas and digital solutions. Creating **information architecture** Applying the solution ideas on wireframes on **Figma**.
- Checking the **prototyping** link for **usability testing on Figma** and implementing the design functionalities according to the user's **constructive feedback.**
- Responsible for the **responsive design** and **design system**, including **UI components** and **style guide.**
- **Tools: Figma, Keynote, Adobe Photoshop, Jira**

UX/UI designer- Freelance
Toronto, ON   **Dec 2021 – 2022**

Financial Group

Fintech mobile app that helps people to manage their budget. The user could get cash back on daily shopping and track their fund transactions of regular expenses.

- Understanding the user's pain points and creating a user-centric solution and prepared **user flow tasks**.
- Created **low-fidelity wireframes on Figma** with user-centric solutions on papers, prepared digitized wireframes with UI design principles and gave them for usability testing through Figma.
- Independently worked on **Mobile designs for fintech application** and was **responsible for Typography, iconography and visual hierarchy.**
- After user feedback applied the iterations and created **high-fidelity wireframes and prepared a responsive design and mockup.**
- Collaborated with the **senior product designer and peers and handoff the project to the developers.**
- **Tools : Figma, keynote, Marvel, Slack**

Yummy-Tummy

Recipe web application for everyone. It gives access to online grocery shopping at home quickly. Provides simple, delicious, customizable recipes with a built-in shopping list for your convenience.

- Researched user requirements, **worked on UX Lean** and worked on **Human-Computer Interaction**.
- Conducted **user interviews**, empathized with the user's needs, created the solution worked on **user personas**, **user journey mapping and user flow tasks.**
- Created all the digitized screens on Figma by using UI library for the components
- Usability testing (**rapid prototyping testing)** and interactions. And responsible for the **whole design of desktop, Tablet, and mobile designs.**
- Responsible for the **whole product design from start to end of the project and delivered to the developers.**
- **Tools : Figma, keynote, Slack, invision**

Assistant designer – Full Time
Jarvis Infosec Pvt Ltd- India   **Dec 2014 – Aug 2017**

MobileSOS

A women's safety application with unique functions such as "Shake your device" without getting noticed in an emergency to contact near and dear ones.

- Collaborated with **the Product Manager, Content designer and developers** and Understood the design process from the senior product designers.
- Created wireframes from low to high fidelity according to the product requirement, applied **visual design and created prototypes.**
- Engineered prototypes to support research and usability testing. Collaborated with teammates to deliver valuable features meeting business and customer needs.
- Conducted user interviews, worked on user personas, and analyzed created **wireframes from low-high fidelity.**
- **Tools : Adobe XD, Photoshop, Jira**

MobileHeal Pro

Offers advanced safety and security to Android smartphones and services like managing your data from mobile to desktop, finding your phone, and data recovery.

- Worked in a **layout grid, Typography, Iconography** and other **UI elements for Mobile applications.**
- Collaborated with developers and the **UX team** and worked on **rapid prototyping** and usability testing.
- **Collaborated with the developers** as needed to modify things and designs. Ability to multi-task, prioritize, adapt under fast timelines, and change requirements in real-time.
- Proactively work with teammates to improve processes and work methods for greater efficiency.
- Designed **Emailers and campaigns** for the company product promotions.
- **Tools: Photoshop, Adobe XD suite, Jira**

Web designer – Full Time
Antheia Infrastruchture Pvt Ltd- Real State   **June 2014 – Dec 2014**

www.Propchill.com

It was a real estate website development project where users could buy/sell/rent properties.

- Worked on front-end development using **HTML5, CSS3, JAVASCRIPT** and **Bootstrap.**
- Collaborated with team to identify and eliminate website bugs to improve user experience.
- **Tools: Atom, Photoshop, Google sheet**

Education:

Rajasthan Technical University
Master of Computer Application   **2012-2014**

Rajasthan University
Bachelor of Computer Application   **2010-2012**

References on Request