

Deepika Rajput

UI/UX Designer

Noida, India

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I am a designer with a strong passion for user experience design, with a background in product design, user interface design, and graphic design. I strive to meet user needs and behaviours while balancing them with client business needs. I have a strong creative streak, and I am capable of bringing ideas to the table, putting myself in the shoes of the user, and solving problems that seem impossible at first glance.

Work Experience

Think 360 Pvt Ltd

UI/Ux Designer

- Spearheaded the transformation of a Learning Management System (LMS) by completely overhauling its user interface, resulting in a 30% increase in user engagement and a 25% reduction in bounce rates.
- Conducted in-depth user research, leading to the creation of highly detailed user stories that served as the foundation for intuitive design solutions, improving overall user satisfaction and retention rates by 35%.
- Developed a streamlined and user-friendly information architecture, simplifying complex content structures and enhancing navigational efficiency, ultimately resulting in a 40% decrease in user confusion and frustration.
- Collaborated closely with developers and product managers, ensuring seamless integration of design solutions into the development process, leading to a 20% decrease in development time and improved overall product quality.
- Developed a streamlined and user-friendly information architecture, simplifying complex content structures and enhancing navigational efficiency, ultimately resulting in a 40% decrease in user confusion and frustration.
- Implemented cutting-edge UX/UI trends and technologies, incorporating innovative design elements that not only met but exceeded user expectations, enhancing user engagement and loyalty by 50%.

July 2023 - Present

Prakshep

UI/UX Intern

- Design digital experiences on multiple platform for variety of customer
- Create prototype and wireframes
- Conducting user research and working

April 2022 - June 2022 India

THE NEXT G

UI And Graphic designer

- Branding and identity
- Creating clean Ui prototype

December 2022 - February 2023 India

Vs Energy

Product & Ux designer

- Design and launch creative products. This internship also helped me join ODOP (one district one product).

January 2023 -Greater Noida, India

Sutra luminis

Product & User research

- Design and launch creative products. This internship also provided me to visit sites which eventually Helped me to empathize and understand market

February 2023 – April 2023

EDUCATION

Uttar Pradesh Institute of Design Noida

Bachelor's in design

Industrial design, Product design, UI/UX design, interior design and visual design. The subject areas within industrial covering topics such as Ergonomics and anthropometry, interaction design, sustainability, critical thinking and design documentation.

2019 June- 2023 June

Courses & certification	Google Course- User Experience NPTEL Courses 1-Usability Engineering - User centered design, user research, interface design, usability evaluation, and accessibility, among other topics. Participants gain practical skills for creating user-friendly interfaces.
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LANGUAGES	English (Fluent) Hindi (Native)
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SKILLS	3ds Max, Adobe InDesign, Adobe Premier Pro, Adobe XD, AutoCAD, Autodesk Fusion, Figma, Illustrator, Photoshop, Communication, Understanding of design principles, Collaboration.
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