Prathik Sindham

UX/UI Designer

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Experience

UI UX Designer at Codots.io

Sep-01-2023 - Nov-30-2023 | Ahmedabad

Optimized landing page effectiveness, contributing to improved conversions. worked on user-friendly community forum.

Projects

Enhancing Customer Loyalty: by Offering Personalized Guidance

Sugar Cosmetics

Adding a personalization feature that recommends beauty products tailored to each user's unique skin type, preferences, and beauty goals.

(See my work)

Feature Implication

You Tube Shorts

Importance of a 'Continue Watching' Feature for User Engagement.

(See my work)

Heuristic Approach to Simplifying Credit Card Section

HDFC

Using Heuristic principles to better design.

(See my work)

Design Thinking (Case Study)

Bedroom

Using Human Centric Design improved the user experience by creating Footrest for the chair, which has enhance seating experience.

(See my work)

Skills

Tools

Figma
Protopie
HTML 5
CSS 3

Methodology

UI/UX Design
Design Thinking
Heuristic Evaluation
Wireframing
Prototyping
User Research
Usability testing

Certificate

UX Workshop B24

Growth School

Enterprise Design Thinking Practitioner

IBM

Fundamentals of Digital Marketing

Google

Education

BBA- Event Management

2018 - 2021 | Ahmedabad