Name: Aisha Verma

Email: aisha.verma@example.com

Phone: +91-9876543210

Portfolio: https://aishaverma.design

LinkedIn: linkedin.com/in/aishaverma

Objective:

To create intuitive, engaging, and user-friendly designs that enhance user satisfaction and support brand identity. Passionate about solving problems through creative interfaces and improving digital experiences.

Skills:

- Figma, Adobe XD, Sketch

- HTML5, CSS3

- UX Research, Wireframing

- Prototyping, Usability Testing

- User Journey Mapping

Projects:

1. Banking App Redesign

Redesigned the user interface of a mobile banking application using Figma. Conducted user interviews, created wireframes and interactive prototypes. Resulted in a 30% increase in user retention.

2. E-Commerce Usability Audit

Performed heuristic evaluation and usability testing on an e-commerce website. Suggested design improvements and implemented responsive UI changes using HTML/CSS.

Experience:

UX Intern – DesignTech Labs, Bangalore

Jan 2024 – Jul 2024

- Assisted in designing mobile app wireframes.

- Participated in A/B testing and collected feedback from test groups.

- Delivered clickable prototypes using Adobe XD.

Certifications:

- Google UX Design Professional Certificate (Coursera)

- UI/UX Bootcamp – CareerFoundry

Education:

B.Des in Communication Design

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