

Sri Ranjani Srinivasan

UI/UX Designer

My Contact

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📍 Borussiastr, 15 , Berlin

🌐 [Portfolio](#)

🌐 [LinkedIn](#)

Skills & Tools

- Design Thinking
- AB Preference Testing
- User Persona Creation
- Native App Design
- User flow
- Color Theory
- Typography
- Wireframing
- Prototyping
- Creating Mockups
- Agile
- HTML, CSS
- JavaScript
- Figma, AdobeXD
- Confluence
- Webflow, Wordpress
- Service Now, Jira
- AEM
- Responsive Design

Education Background

● Career Foundry

Certification UI Design

Completed in 2023

● BITS Pilani

M-Tech in software engineering

Completed in 2017

Languages

- English
- Indian
- German (Intermediate)

About Me

Experienced Product Designer with six year of foundation in UI development, committed to shaping engaging, user-centric digital solutions. Proficient in design Thinking, user research, wireframing, and prototyping, with a solid understanding of front-end technologies like HTML, CSS, and JavaScript. Eager to be a part of the continuous transformation of the design industry.

Product Designer

Native App Development for Location-Based App:

- Led the design of native apps for both iOS and Android, adhering to platform-specific guidelines.
- Utilized design thinking to create a user-focused solution, informed by competitor analysis and market gap identification.
- Developed user flows to conceptualize and design a comprehensive app.

Responsive Web App for Lactation-Friendly Recipes:

- Designed a responsive web app catering to the unique needs and pain points of new mothers.
- Conducted in-depth research, competitor analysis, and SWOT assessment to inform the design.
- Translated insights into user personas and clear user flow charts for a tailored user experience.

E-Commerce Store Enhancement:

- Prioritized user needs and addressed common frustrations experienced in physical stores to improve the online e-commerce store.
- Developed mockups to refine the design, resulting in an intuitive app with seamless browsing capabilities.

Front End Developer 2012 – 2018

- Engineered web pages utilizing Front End Technologies including HTML5, CSS3, and JavaScript.
- Contributed to an Agile project in a collaborative environment, engaging in the full spectrum of solution design, implementation, and seamless testing.
- Executed cross-browser and cross-device components while resolving discrepancies for a consistent user experience.
- Created User-centric Webpages and applications to enhance user engagement.
- Collaborated with product teams to integrate new features and enhancements.
- Delivered IT support services to Business Users, adeptly prioritizing incidents based on urgency and criticality.