

PRIYA BASINA

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UI/UX designer and former quality analyst with keen attention to detail and problem-solving ability. Implemented quality assurance standards, collaborated with clients and colleagues at different hierarchical levels to achieve user centric designs and provided structured feedback to meet user expectations of software.

SKILLS

UI/UX Skills

Product Analysis
User research
Personas
User flows
Low to high fidelity wire-framing
Usability testing
Prototyping
Responsive Web Design
Mobile Native App Design

Design Tools

Adobe XD
Sketch
Figma
Principle
Balsamiq
Invision/Marvel
Zeplin
Lucidchart

Programming

HTML/CSS
JavaScript
Java
SQL/PLSQL

EDUCATION

2021 | Interaction Design Foundation

Human Computer Interaction

Certificate course

2019 | CareerFoundry

UI/UX Design Program

Specialization in Front-end Development

2007 | JNTU University, India

Computer Science Engineering

Bachelor of technology

EXPERIENCE

04/20-Present | **UI/UX Designer**

Freelancing

- Conducted user and product research, competitive analysis, user interviews, and created personas to analyze and create user flows for better navigation flow, and created prototypes for mobile app and responsive web app.
- Created wireframes using the storyboard and implemented consistent typography and screen layout by applying design principles and heuristics.

06/20 - 04/21 | **UI/UX Designer**

Cash Trac (Money Management App), Trip Home (VAcation rental App), Gro (Native mobile app iOS, Android) Student Project, CareerFoundry

- Created user flows for the user stories, created wireframes, conducted usability testing, and created final high-fidelity prototypes.
- Established a clear and consistent visual hierarchy.
- Built a cohesive brand by creating a brand guidelines document for the established design language to refine the interface design and maintain consistency.

08/10 - 12/12 | **Mobile Game Designer (UI/UX) & QA Analyst**

Raj Animation, Malvern, PA

- Collaborated with developers and designers to analyze and develop ideas to gather game play requirements.
- Researched similar genre strategy games to plan user experience and user retention.
- Conducted research that involved product and competitive analysis, thereby defining the problem statement.
- Implemented usability testing to present solutions that work.

05/08 - 06/09 | **Software Quality Analyst**

ITISL Technologies, Hyderabad, India

- Developed manual & automation test scripts for functional, integration and regression testing. Testing of portfolio management for trade allocations, and insurance coverage solutions for property and casualty companies.

05/07 - 04/08 | **QA Analyst**

Indian Overseas Bank, Hyderabad, India

- Tested web based banking application with focus on user preferences, funds transfers and alerts area. Implemented verification checkpoints, synchronization points, and parametrized data using QTP.

09/06 - 04/07 | **Java Developer**

JNTU University, Hyderabad, India

- Developed user interfaces for profile management, admin console and private messaging of Student portal.