PRIYA BASINA

UI/UX designer and former quality analyst with keen attention to detail and problemsolving ability. Implemented quality assurance standards, collaborated with clients and colleagues at different hierarchical levels 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 App Design

Design Tools

Adobe XD

Sketch

Figma

Principle

Balsamiq

Invision/Marvel

Lucid charts

Programming

HTML/CSS

JavaScript

Java

SQL/PLSQL

EDUCATION

2021 | CareerFoundry

UI/UX Design Program

Specialization in Frontend Development

2007 | JNTU University, India

Computer Science Engineering

Bachelor of technology

basina.priya@gmail.com | 732-491-7210 https://basinapriya.myportfolio.com

EXPERIENCE

08/20-10/20

UI/UX Designer

Trip Home (Vacation Rental App), Student Project, CareerFoundry

- 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.

12/20 - 01/21

UI/UX Designer

Cash Trac (Money Management App), 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 Studios, 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 (Intern)

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.