

# Beauty Kumari

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## EDUCATION

### B. Tech. (Comp. Science & Engineering)

*National Institute of Technology, Sikkim*  
(2019-2023) CGPA: 7.53

## EXPERIENCES

### DC Analyst

*Deloitte Consulting USI* (02/2024-10/2024)

- Designed and optimized user journeys using **Adobe Experience Platform (AEP)** and **Adobe Journey Optimizer (AJO)**.
- Created and managed **customer profiles** and maintained databases for personalized experiences.
- Designed **message and email templates** on **Figma**, ensuring accessibility and responsiveness.
- Developed and tested schemas, datasets, and workflows to support scalable customer journeys.
- Streamlined email and SMS communication design aligned with user needs and business goals.

### Web Development Intern

*Orena Solutions* (05/2022-07/2022)

- Designed responsive portfolio web pages for company using HTML, CSS, JavaScript, and Bootstrap, focusing on UI/UX design.
- Created wireframes and prototypes in **Figma** to visualize and improve user workflows.
- Assisted in database optimization using **SQL** for scalable web applications.
- Worked on content creation, posts, newsletters, blogging, and other creative projects.

### Web Development Intern

*FinComienzo Solutions* (12/2021 - 03/2022)

- Built responsive E-state web applications for indian soldiers using HTML, CSS, JavaScript, and Bootstrap, **ReactJS** and **Bootstrap**, ensuring **mobile-first design** focusing on UI/UX design.
- Designed user interfaces in **Figma**, focusing on usability and seamless navigation.
- Integrated **Firebase** for real-time data handling and secure backend services.
- Created sliders, dropdowns, and implemented navigation between different pages for enhanced interactivity and usability.

### Web Development Intern

*Devlofox Technologies* (03/2021 - 07/2021)

- Created and managed WordPress websites with custom layouts using Bootstrap for responsive design.
- Designed interactive user interfaces in **Figma** to enhance usability.
- Improved web page layouts and navigation to align with client requirements.
- Worked on content creation, posts, newsletters, blogging, and other creative projects.
- Worked cross-functionally with teams to align creative content with brand voice and objectives.

## CERTIFICATIONS & COURSES

**Java(Basics)** - *HackerRank* (04/2021)

### Cybersecurity Essentials

- *Cisco Networking Academy* (04/2021)

### Introduction to Packet tracer

- *Cisco Networking Academy* (04/2021)

## PROJECTS

### Offer Decisioning and Email Notification

- Designed UI/UX schemas and audience segmentation using AEP.
- Created and optimized email templates in AJO for targeted campaigns.
- Conducted **unit testing** and documented end-to-end workflows.

### Customer Engagement and Special Offers

- Developed audience segmentation and personalized campaigns in AEP.
- Designed **user-friendly email templates** and AJO journeys for enhanced engagement.

### Estate Website Development

- Built a user-friendly e-commerce site using React.js, HTML, and CSS.
- Integrated features like **authentication** and **payment gateway**, ensuring responsive design.

## SKILLS

UI/UX Design: Prototyping, Wireframing, Audience Segmentation, Email Template Design, User Flow Optimization, Responsive Design, Interaction Design, Design Systems (Figma)

Visual Design: Typography, Layout, Grid Systems, Hierarchy, Color, Composition

Languages: Python, SQL, JavaScript, C

Web Technologies: HTML, CSS, React.js, PHP, Bootstrap

Tools & Platforms: Figma, AEP, AJO, Postman, WordPress, Git

Database: SQL, PHP, MongoDB

Others: RESTful APIs, Data Ingestion, API Integration

## RESPONSIBILITY & ACHIEVEMENTS

- **Core Member** of DevCANS, NIT Sikkim
- Member of **WDC** (Web Development Cell), NIT Sikkim
- Runner-up, **Rajasthan State Judo Championship**
- **Blue belt**, Rajasthan State Judo Association
- Classical **Kathak** dance

## STRENGTHS

- Self-motivated, open-minded and diligent professional
- Excellent time management abilities and always punctual
- Active listening skills to follow instructions precisely
- Infectious curiosity and avid multitasker
- Excellent strategic & design thinking, evaluation, strong problem solving and analysis skills
- Excellent communication, presentation and storytelling skills
- Active sense of humour
- Cross-Functional Team Collaboration
- Attention to details and visual design skills