

# KEERTHANA

## UX/UI DESIGNER

GET IN TOUCH

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Enthusiastic and detail-oriented UI/UX developer with a strong foundation in design principles and front-end technologies. Seeking to leverage design skills and technical knowledge to create engaging and user-friendly interfaces in a dynamic team environment.

## SKILLS

- User Research and Usability Testing
- Proficiency in design tools like **Figma**
- **Wireframing and Prototyping**
- Interaction Design and Information Architecture
- Visual Design and UI Development
- Strong understanding of design fundamentals, including layout, typography, and color theory.
- Knowledgeable in **HTML and CSS for basic front-end development.**
- Cross-functional Collaboration and Team Leadership

## PROJECTS

### SCENT STORE | MOBILE APP VERSION

**TOOLS - FIGMA**

<https://www.figma.com/design/OUcJj49FGOAOOn1JTJStcc5/SCENT-STORE?node-id=17-17>

- Designed a mobile app for browsing and purchasing perfumes.
- Conducted market research and created user personas.
- Developed wireframes and high-fidelity mockups.
- Built an interactive prototype to demonstrate user flow.
- Incorporated user and stakeholder feedback for refinement.

### APPLE WATCH WEBSITE REDESIGN

**TOOLS - FIGMA**

<https://www.figma.com/design/OUcJj49FGOAOOn1JTJStcc5/SCENT-STORE?node-id=17-17>

- Redesigned website with smart animations to enhance user experience.
- Improved navigation, accessibility, and visual appeal.
- Conducted usability testing for design validation.

### SCENT STORE | MOBILE APP VERSION

**TOOLS - HTML, CSS, JS**

- Developed a responsive food blog and recipe website using HTML, CSS, and JavaScript. Ensured cross-browser compatibility and mobile responsiveness. Integrated interactive elements to enhance user engagement.

## EDUCATION

### BACHELOR OF TECHNOLOGY

ANNA UNIVESITY | BEHALF OF SSM COLLEGE OF ENGINEERING

2019-2022 | **82%**

## CERTIFICATION

• **UX/UI MASTERY | WEBBALL**

[PURSUING]

• **PYTHON | GUVI**