

NEELAM RAJINI LUGUN

UI/UX DESIGNER

Contact



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Work Experience

Marmeto | Enable commerce

UX/UI Designer

October 2022 - Present

- User research
- Identified and troubleshoot UX problems.
- Gathered and evaluated user requirements in collaboration with engineers.
- Illustrating design ideas using user process flow. -Design user interface elements, like menus, tabs and widgets.
- Building page navigation buttons and search fields.
- Developed UI mock-ups and prototypes that clearly illustrate how sites function and look-like.
- knowledge of UI design and technique. -Organize and Deliver rough draft proposal to internal teams and key stakeholders.
- Conducted layout adjustments based on user feedback.
- Adhere to style standards on fonts, colors and images.
- Designed responsive design and mobile UI.
- knowledge of HTML/mobile UI.
- proficiency in photoshop and wireframing tool.
- Up-to-date with the latest UI trends, technique and technology.

Design projects

June 2020 - January 2022

- "Littlefield" Designed and developed a mobile application for online/offline fashion and retail fashion shopping enable to drape the garment to a body shape before buy.
- "Meteor" Developed and designed a mobile application for online fashion retail shopping to guest checkout
- Re-designed and developed Mobile application for home furnishing online shopping
- "Behealthy" Designed and developed a mobile application for health tracking and designed for messaging features and engagement activity for sharing in group of friends and family.

2013-2021

Visual Merchandiser

Lifestyle International Pvt Ltd

Forever New Apparels Pvt Ltd

Bestseller Retail India Pvt Ltd

- Provided solutions to store's specific visual and merchandising challenges using brand standards and corporate visual guidelines.
- Designed and styled instore
- Merchandise display.
- Taken lead for store Marketing communication and Visual merchandiser with 5 team members in store



Profile

Overall of 1+ years of experience in design proficiency UI/UX with process and tools with knowledge of digital marketing and marketing communication with 7+ years of experience in fashion retail. I bring rich experience in customer.



Education

Springboard UX/UI design career track

UX/UI methodologies & techniques

1:1 mentorship and 2 capstone projects)

June 2020- January 2022

National Institute Of Fashion Technology - Design

May 2009 - June 2013

Bachelor In science-B.sc

May 2006 - May 2008



Skills

User Research

Design Thinking

UX writing

Problem-Solving

Persona

user interviews

User flow

Iconography

Sketching

Grids & Layout

Wireframing

Animation

Prototyping

Mobile Design

Usability Testing

Visual Design

Design Sprint

Team player

Communication skills

Team associate



Tools

Adobe XD

Miro

Adobe Photoshop

Coreldraw

Figma

InVision