HONESH RAI PAREEK

UX DESIGNER

Mumbai, IN

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Experience

Design Co-Op `Branding` `UX`

PROCTER & GAMBLE Jan, 2024 - Present Mumbai, IN

- Designed a strategy for end-to-end E-commerce assets for 3 major P&G brands.
- Designed User Experience for a platform for more than 500 students who apply and about 8 get selected (Co-Op Dash).
- Collaborated cross-functionally with Designers and E-com managers to implement new milestone of E-com presence.
- Understood customer behavior and competitors approach for 90% of platform to design better content.
- Improved story-telling and quality of the overall content with a 100% results from focus groups exercise with new design

UX Designer & React Developer `UX` `React.JS`

CLUB MAHINDRA Jun, 2022 - Aug, 2022 Mumbai, IN

- Collaborated with the out-sourced agency to create a responsive web portal for the members
- Debugging older HTML, PHP, CSS, Javascript Web app, making it 15% more efficient
- Promoted to the React project, wrote a 20% efficient code for a seamless experience and lesser loading time.
- Collaborated with a team of 25+ developers and learnt version control while contributing to the same project with others

UX Designer & UI Architect `UX` `HTML`

ADDVENTURES BY ANANDO May, 2022 - Jun, 2022 Mumbai, IN

- Developed a virtual graduation showcase experience for students at Atlas Skilltech University, ensuring a seamless and responsive user interface for about 400+ hourly visitors for the showcase.
- Independently conceptualized and coded a responsive website using HTML, CSS, and JavaScript to host the virtual showcase of more than 300 students.

Assistant Cinematographer & Editor (Part Time)

G.P PRODUCTIONS Nov, 2019 - Jan, 2020 Jaipur, IN

- Assistant to the editor, Daily job included Cutting and Color Grading RAW footage in Final Cut Pro
- Handling Clients, meeting them and understanding their requirements

Education

2021 - 2024
B.VOC COMMUNICATION DESIGN
ATLAS SKILLTECH UNIVERSITY Mumbai, IN

2020 - 2021
FOUNDATION OF DESIGN
ISDI MUMBAI Mumbai, IN

Skills

User Research   Interaction Design   Design Thinking   Front-end Development   Motion Design   Branding

Empathy   Adaptability   Communication

VS Code   Figma   After Effects   Illustrator   Photoshop   Indesign

Leadership

ASTU-TE Mentorship, Atlas
Jan 2022 - May 2022

Mentored school kids while they solve real-world problem through design.

HOD Security, Inferno
Aug 2022 - Nov 2022

Lead a team of 60 cordinators to maintain discipline, safety and code.

Security Head, Fashion Show ISDI
Dec 2022

Secured the perimeter, provided security to VIPs, avoided nuisances