

# JALPA SHARMA

## UX/UI Designer

### CONTACT

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### SKILLS

User Research  
Design Thinking  
Competitive Analysis  
User Interviews  
Information Architecture  
Wire-framing and Prototyping  
A/B Testing  
Usability Testing  
Collaboration and Communication  
Continuous learning

### TOOLS

Figma  
Adobe XD  
Sketch  
Invision  
Usability Hub  
Draw.io  
Optimal Workshop  
Survey Monkey  
Marvel

### EDUCATION

#### CareerFoundry

Online (2022 - 2023)

Certificate in UX Design with a specialization in UI Design

#### London School of Trends

LST, London, UK (2017-2018)

Certification in Fashion Styling

#### Inter National Institute of Fashion Design

Mumbai (2017-2020)

Diploma in Fashion Designing

### PROFILE

Highly motivated and creative UX Designer with a background in fashion design. Strong foundation in design principles, deep interest in creating visually impactful user experiences in combination with strong collaboration and communication skills.

### PROJECTS

#### UX/UI Designer (*Maestro*) - CareerFoundry Project

October 2022 - April 2023

- Designed a mobile application for people who are in the middle of changing careers looking for expert guidance.
- Conducted competitive analysis, user interviews, user persona , user flows, low, mid, high-fidelity wireframes, usability tests.
- Tools used: Adobe Xd, Usability Hub, Draw.io, Optimal Workshop, Survey Monkey, Zoom, Marvel, Figma.

#### UI Designer (*HomeCloud*) - CareerFoundry Project

May 2023 - June 2023

- Designed a responsive web application that provides property buyers with information on properties of interest.
- Based on existing user research created user flows, wireframes, mood boards, design documentation, design deliverables, responsive designs, and mockups.
- Performed online user research and competitive analysis to create a intuitive user experience using Figma.

### EXPERIENCE

#### Textile Specialist - Dinesh Agencies

April 2019 - Dec 2021

- Worked with over 30 clients to gather requirements and provide assistance throughout the buying process.
- Negotiated prices with the manufacturers to get best pricing options for clients.
- Coordinated the transportation and delivery of clothing orders, ensuring timely and efficient distribution.
- Focused on building new relationships with clients and suppliers to grow the business.

#### Fashion Designer - Inter National Institute of Fashion Design

Feb 2019

- Sketched artistic designs for Pop Art theme.
- Worked with technical designers and product management to provide precise design packages.
- Communicated with photographers and stylists to effectively showcase the Pop Art brand.