

KEERTHANA.S

UX/UI DESIGNER

CONTACT

- 9865880246
- nithikeerthink@gmail.com
- <https://keerthi-works.github.io/portfolio/>
- #82, 17th A Main, 6th Block
Koramangala, Bengaluru-95

SKILLS

- User Research
- Usability Testing
- Figma, Photoshop
- Wireframing, Prototyping
- Interaction Design
- Information Architecture
- Visual Design
- UI Development
- HTML, CSS
- MS OFFICE
- Cross-functional Collaboration
- Team Leadership
- Design Fundamentals (Layout, Typography, Color Theory)

EDUCATION

B. TECH - INFORMATION TECHNOLOGY

Anna University | Affiliated to SSM College of Engineering

2019-2022 | CGPA - **82%**

HSC | Government Gr. Hr. Sec. School

2017-2018 | CGPA - **69%**

SSLC | Government Gr. Hr. Sec. School

2015-2016 | CGPA - **89%**

CERTIFICATIONS

- UX UI MASTERY - WEBALL
- PYTHON - GUVI

PROFILE

Innovative and detail-oriented UX/UI Designer with a strong foundation in user research, wireframing, prototyping, and visual design. Proficient in leveraging design tools to create intuitive and engaging user experiences. Adept at cross-functional collaboration and incorporating user feedback to refine designs. Passionate about creating seamless interfaces that drive user satisfaction and business goals.

PROJECTS

Scent Store | Mobile App

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, leading to a 20% increase in target audience engagement.
- Developed wireframes and high-fidelity mockups, resulting in a 30% improvement in user navigation efficiency.
- Built an interactive prototype and incorporated feedback, enhancing user satisfaction by 25% and reducing task completion time by 15%.

Landing Page Design | Website

Tools - Figma, Photoshop

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

- Designed and developed landing pages for various clients, improving conversion rates by 40%.
- Employed responsive design techniques to ensure compatibility across devices.
- Utilized A/B testing to optimize design elements and increase user retention.

Animated Website

Tools - HTML, CSS

- Developed an animated landing website using HTML and CSS, leading to a 35% increase in user retention.
- Implemented responsive design principles, ensuring compatibility across devices.
- Enhanced user interaction with engaging animations, boosting user engagement by 25%.

Employee Management Database Tools - Python, SQLite3

- Created an employment management database using Python and Tkinter, improving data management efficiency by 50%.
- Developed user-friendly interfaces for data entry and retrieval.
- Automated reporting processes, reducing manual work by 30%.