

S.KEERTHANA

UX/UI DESIGNER

CONTACT

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 #82, 17th A Main, 6th Block
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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.

WORK EXPERIENCE

Accounts Executive

Oct 2022 - Present

MCA, Registrar of Companies via Sri Lakshmi Enterprises

- Assisted in Calculated and credited salaries for government employees, outsourced, and contracted employees, handling payroll for over 30 employees monthly.
- Prepared and managed **monthly reports and quarterly statements**, ensuring **100%** accuracy and timely submissions.
- Assisted in financial processes by **preparing invoices and crediting amounts to vendors**, processing over **50** transactions per month.
- Managed email communication by maintaining the mail section, ensuring timely responses and organizing over 100 incoming inquiries weekly.
- **Proficient in MS Excel and MS Office**, demonstrating excellent skills in data analysis, spreadsheet management, and creating comprehensive reports, contributing to efficient and organized work processes.