

# KEERTHANA .S

## UX/UI DESIGNER

## GET IN TOUCH



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<https://keerthi-works.github.io/portfolio/>

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## SUMMARY

Highly skilled UX/UI Designer with a strong foundation in user research, interaction design, and visual design. Demonstrated expertise in creating intuitive, engaging, and user-centered designs. Adept at collaborating with cross-functional teams to deliver high-quality digital products.

## EDUCATION

Anna University Affiliated to SSM College of Engineering

### B. Tech - Information Technology

2019-2022 | **82%**

HSC - Government Girls Hr. Sec. School

### Computer Science | 2018-2019 | **69%**

SSLC - Government Girls Hr. Sec. School

2016-2017 | **89%**

## SKILLS

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

## LANGUAGES

ENGLISH

TAMIL

KANNADA

## PROJECTS

### Scent Haven | Mobile App

### Tools - Figma

<https://www.figma.com/design/OUcJj49FGOAO1JTJStcc5/SCENT-STORE?node-id=17-17>

- Designed a mobile app for browsing and purchasing perfumes, increasing user engagement by 30% through market research, user personas, wireframes, high-fidelity mockups, and interactive prototypes, incorporating user and stakeholder feedback for refinement.

### Landing Page | Website

### Tools - Figma

<https://www.figma.com/design/OUcJj49FGOAO1JTJStcc5/SCENT-STORE?node-id=17-17>

- Created an engaging landing page that boosted conversion rates by 25% by focusing on visual hierarchy, user journey optimization, and responsive design principles.

### Animated Landing Website

### Tools - HTML, CSS

- Developed an animated landing page using HTML and CSS, enhancing user retention by 20% by guiding user interaction with animation, ensuring cross-browser compatibility, and implementing responsive design.

### Employement Management Database

### Tools - Python, Tkinter

- Built a comprehensive database using Python and Tkinter, improving data accuracy by 40% with an intuitive user interface, validation checks, and robust error handling.

## CERTIFICATIONS

- UX/UI MASTERY - WEBALL [Pursuing]
- PYTHON - GUVI