

KHUSHBOO

UI/UX Designer

CONTACT

- ☎ +91 9599828965
- ✉ khushboo981193@gmail.com
- in [LinkedIn](#)
- 🎨 [Dribbble](#)
- 📁 [Portfolio](#)

ABOUT ME

I am currently building my skills in UX/UI design. Over the past few months, I have been exploring design principles, user research, wireframing, and prototyping, and I am eager to apply these concepts to real-world projects. Excited to keep learning and growing in this dynamic field.

EDUCATION

- Digital Marketing, Skill Circle, Delhi [Aug,2022 – Dec,2022]
- BA Programme, University of Delhi, Graduated [2020–2023]
- 12th Examination in Humanities from CBSE Board [2019–2020]

INTEREST

- Mobile App Designing
- Website Designing
- Exploring new design system
- Storytelling through design
- Interactive prototyping
- Accessibility UX
- User Psychology & Behavior

SKILLS

- **Wireframing & Prototyping:** Practiced low-fidelity prototyping and wireframing using Figma.
- **User Flows:** Created simple user flows for app and web-based projects.
- **Responsive Design Foundations:** Gained an understanding of designing across screen sizes.
- **Visual Design Basics:** Explored layout, spacing, typography, and color theory.
- **Figma:** Used for designing mockups, creating UI components, and prototypes.
- **Design Thinking:** Applied problem-solving through empathy and iteration.
- **Typography & Layout:** Studied how to create clear visual hierarchy in designs.
- **Color Theory:** Learned to use color effectively to enhance UX and brand feel.
- **Usability Principles:** Focused on simplicity, accessibility, and intuitive interactions.
- **UI Elements:** Created personal mockups and concept screens to practice design systems.

WORK EXPERIENCE

Freelance Social Media Manager [Aug,2024 – Feb,2025]

- Freelance Social Media Manager creating posts & reels using Canva for Instagram, Facebook, and LinkedIn. Managed content calendars, built consistent brand visuals, and tailored posts to match each client's voice. Focused on growing reach and engagement through organic strategies for coaches, lifestyle brands, and small businesses.

Digital Marketer in Silver Bake Foods India Private Limited, Noida [May,2023-July,2024]

- Managed social media channels and created content for Instagram, Facebook, LinkedIn, and YouTube. Monitored Facebook Ads Manager, maximizing campaign performance and delivering a 13% increase in ROI. Communicated with target audience and developed brand strategy. Also managed E-Commerce sites such as IndiaMart, Amazon, and Flipkart. Reduced customer support requests by 7% by engaging with them whenever they had product issue.

Digital Marketing Executive in Infokey Technology Private Limited, Delhi [Feb,2023 – May,2023]

- Managed 8 social platforms, execution of posts and reels using Canva, handled strategic planning, content execution, and brand reputation building. Improved efficiency by 39% using Buffer for scheduling posts. Addressed consumer questions, contributed to brand community, and wrote articles promoting company products.

Internship at Skill Circle [Jan,2023 – Feb,2023]

- Completed a Digital Marketing Internship, gained skills in online promotion and E-Commerce strategies, managed fashionfooshion.in, an affiliate marketing website, and implemented affiliate marketing techniques by linking Amazon products, facilitating direct customer referrals to Amazon product pages.

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge and belief.