



# Hi! I'm Khushboo

UI/UX DESIGNER

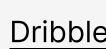
I'm an aspiring UI/UX designer building strong skills in user research and design principles. I'm committed to learning, practicing, and creating thoughtful solutions that address real user needs. I enjoy exploring new tools and techniques that enhance both creativity and usability. I'm excited to grow through real projects.

+91 9599828965

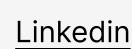
khushboo981193@gmail.com



[Portfolio](#)



[Dribble](#)



[LinkedIn](#)

## WORK EXPERIENCES

01

Aug'24 - Feb'25



### SOCIAL MEDIA FREELANCER

- Created Canva posts and reels for Instagram, Facebook, and LinkedIn.
- Managed content calendars and maintained consistent brand visuals.
- Used organic strategies to grow reach and engagement for various clients.

May'23 - Jul'24



### DIGITAL MARKETER

SilverBake Foods India Pvt. Ltd., Noida

- Managed social media content for Instagram, Facebook, LinkedIn, and YouTube.
- Optimized Facebook Ads, boosting ROI by 13%.
- Developed brand strategy and engaged target audiences.
- Handled e-commerce platforms: IndiaMart, Amazon, Flipkart.
- Cut customer support requests by 7% via proactive engagement.

Feb'23 - May'23



### DIGITAL MARKETING EXECUTIVE

Infokey Technology Pvt. Ltd., Delhi

- Managed 8 social platforms, creating posts and reels via Canva.
- Executed content strategy and strengthened brand reputation.
- Boosted efficiency 39% using Buffer for scheduling.
- Engaged audiences and wrote promotional articles.

Jan'23 - Feb'23



### INTERNSHIP

Skill Circle, Delhi

- Digital Marketing Intern focused on online promotion and e-commerce.
- Managed fashionfooshion.in, driving sales via Amazon affiliate marketing.

## SKILLS

02

- Wireframing & Prototyping
- User Flows
- Responsive Design
- Visual Design Principles
- Design Thinking
- Typography & Layout
- Color Theory
- Usability & Accessibility
- UI Design Systems

## DESIGN TOOL

03

- Figma
- Adobe XD
- Canva

## EDUCATION

04

### DIGITAL MARKETING, SKILL CIRCLE

2022, New Delhi

### BA, UNIVERSITY OF DELHI

2020 - 2023

### 12th (HUMANITIES), CBSE BOARD

2019 - 2020