

# KHUSHBOO

## UI/UX Designer

### CONTACT

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### ABOUT ME

Currently building my skills in UI/UX design with a user research, wireframing and prototyping. Over the past few months, I've been learning how to create meaningful and intuitive designs, and I'm excited to apply this knowledge to real-world projects and keep growing in the field.

### EDUCATION

- 12TH EXAMINATION IN HUMANITIES FROM CBSE BOARD [2019–2020]
- BA PROGRAMME, UNIVERSITY OF DELHI, GRADUATED [2020–2023]
- DIGITAL MARKETING, SKILL CIRCLE, DELHI [AUG,2022 – DEC,2022]

### INTEREST

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

- Created visually appealing posts on Canva for skincare products, managing content across platforms like Instagram & Facebook. Developed targeted strategies to increase audience engagement through interactive posts, polls and stories leading to brand interaction.

#### 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.