

# Pappu Kar

## UX/UI DESIGNER

Atlanta, GA

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<https://pappukar.com/>

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### PROFILE

Experienced UX/UI designer with a prolific record in analysing and identifying user requirements to steer interface design and development. Proficient in enhancing user and customer experience by developing new designs concepts. Leading usability testing and assessing prior user engagements to bolster design and interface.

### SKILLS

- Quality Assurance
- Visual Communication
- Critical thinking
- Training and Professional Development
- Risk analysis and project planning
- Software: Figma, adobe (bridge, photoshop, lightroom), webflow, UXfolio
- Technical: Wireframing and prototyping, user interface, user testing, UX research, interaction design

### EDUCATION

Georgia State University  
Bachelor of Interdisciplinary Studies

Dec 2022

Georgia Perimeter College  
Associate of Science

Jul 2020

### EXPERTISE AND QUALIFICATIONS

- Facilitated in simplifying and turning complex information into intuitive graphics, charts, graphs and other forms of visual representation
- Comprehensive analysis and management of customer's market, site traffic and competition to be applied on design solutions, online marketing and SEO strategies
- Implemented detailed documentation of solutions for internal and external communication of design intent
- Experienced with applications for wireframing, high fidelity mockups and generating icons
- Produced detailed wireframes, interaction maps, flowcharts, spec documents to communicate designs and product requirements
- Prepared as a team on projects centered around user research, interactive design and rapid prototyping to solve real-world business problems for local clients
- Develop and implement a design process to elicited requirements, made user stories, user flows and wireframes to produce mockups for development and testing
- Persuaded customers to create an intuitive user interface that are cutting edge and easy to use
- Completed actionable and intuitive design flows by developing a site-map and high fidelity wireframes
- Conducted and analyzed user research, including usability studies, user interviews and survey
- Maintained an awareness of current usability and user-centered design best practices, consult with users, architects, project leaders and management to resolve problems and suggest alternatives
- Led projects through an end to end design process research, information architecture, interaction design, launch and testing

### WORK EXPERIENCE

Project | **Shadow, Case Study**

Jan 2022 to Apr 2022

- Engaged in the initial prototyping process by conducting independent research on established case studies and drawing observations
- Established storyboards to brainstorm ideas and created a timeline to organize project objectives
- Designed prototypes in iterations using Figma to reflect continuous updates
- Built mockups and high-fidelity prototypes after integrating research insights with designs, translate mockups into reusable components within a Figma design system
- Implemented different visual elements to capture defined project ideas and overall goals
- Designed, built and tested interactive prototype to iterate and evolve design concepts of the project
- Gathered user data through methods such as analytics reporting, task analysis and participatory design techniques and utilized that data to drive design decisions
- Monitored and conducted usability tests on designs to test user interfaces