MANDEEP KAUR

UI DESIGNER

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Portfolio
behance.net/mannkaurchahal

CERTIFICATES

2023 | UI/UX Fundamentals
mindluster.com/student/certificate/3522286658

2023 | Figma UI/UX Design Essentials
mindluster.com/student/certificate/3522285787

2023 | XD Experience Design
mindluster.com/student/certificate/3522285787

SKILLS

Figma/XD, Wireframing & Prototyping

Empathy & Ideation

User-Centered & Visual Designs

Teamwork & Collaboration

LANGUAGES

English

Hindi

EDUCATION

2010-2014 | BACHELORS OF TECHNOLOGY
Global Institute
Amritsar, Punjab

2008-2010 | SENIOR SECONDARY
Baring College
Batala, Punjab

ABOUT ME

A User Interface Designer with 3 Years of Experience in designing innovative products/services that delight users, audiences and achive business goals. A Hard working team player seeking to leverage my skills in the UI/UX Desining field.

SOFTWARE

I am proficient in working with various design tools such as Figma, Adobe XD, Illustrator, Photoshop, Premier Pro which allows me to deliver high-quality designs in a timely manner.

95% FIGMA/ ADOBE XD

91% ADOBE PHOTOSHOP

89% ADOBE ILLUSTRATOR

53% PREMIER PRO
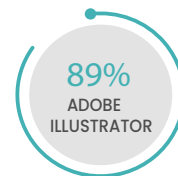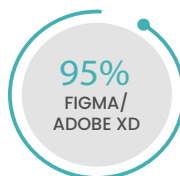
WORK EXPERIENCE

2022 - Current | UI DESIGNER (IT SOLUTIONS)
- Planned & implemented new designs for Client's Website **LIC for NR's.**
- Delivered the best experience & interface for the app **Toffeeman**.
- Collaborated with developers to implement new features & maintained site usability for **BecomeLicAdvisor**.
- Redesigned the entire dashboard for **GavachiBhaji** resulting in 20% increase in user-engagement

2020-2022 | GRAPHIC DESIGNER (RIVAIRE INC)
- Designing marketing collaterals like brochure, presentations, banners, Flyers, social media ads etc.
- Working on product packaging design, illustrations, video editing etc.
- Collaborating with clients, project managers & marketing teams

2019-2020 | Sr PPC Expert (RV Technologies)
- Creating, managing, and optimizing PPC campaigns across various platforms such as Google Ads, Bing Ads, social media platforms, etc
- Conducting keyword research to identify relevant keywords and phrases that will maximize the effectiveness of PPC campaigns.
- Monitoring and adjusting keyword bids , Writing compelling ad copy and creating visually appealing ad creatives
- Managing and optimizing the PPC budget allocated for different campaigns,

2017-2018 | SEO & PPC Executive (Health Biotech)
- Building high-quality backlinks through strategies such as content promotion, outreach,social media engagement, and directory submissions to enhance website authority & rankings.
- Optimizing website content, including meta tags, headings, URLs, and internal linking structure, to improve search engine visibility and user experience.
- Monitoring campaign performance metrics such as click-through rates, conversion cost per click (CPC), and return on ad spend (ROAS).

2014-2017 | SEO Executive
- Conducting website audits to identify and resolve technical issues that may impact search engine rankings, such as crawl errors, broken links, duplicate content, and page speed optimization.
- Optimizing websites for local search results, including managing local business listings