



# NAVEEN KOTA

UI/UX DESIGNER | WEB DESIGNER | DIGITAL MARKETING EXECUTIVE

## CONTACT

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## EDUCATION

**UI/UX Designer Cert.**  
Tech Mahindra SMART Academy  
2024

**B. Tech (Mechanical)**  
Vishakhapatnam, AP

## DESIGN TOOLS

- Figma
- Adobe Illustrator
- Photoshop
- Creatie AI
- Wix Studio
- Stitch AI

## TECHNICAL SKILLS

- WordPress
- Website Clone AIs
- HTML5 / CSS3
- Bootstrap 5
- Responsive UI

## DIGITAL MKTG

- Google Ads
- Meta Ads
- SEO Basics
- Lead Generation

## LANGUAGES

- English
- Telugu
- Hindi

Creative and technical **UI/UX Designer** with 1 Year of experience. Expert in leveraging modern AI tools and **WordPress** to deliver rapid, high-quality web designs. Proven track record of bridging the gap between visual aesthetics (**Figma**) and functional performance, while driving business growth through strategic digital marketing.

## WORK EXPERIENCE

### UI/UX Designer & Digital Marketing

*Cyepro Solutions Pvt Ltd*

1 Year (Present)

- **UI/UX Architecture:** Designed end-to-end user flows and high-fidelity prototypes in **Figma**, reducing development iteration time by 20% through clear design handovers.
- **Web Design:** Developed and optimized corporate websites using **WordPress** and website cloning AI tools, ensuring pixel-perfect responsiveness across all devices.
- **User-Centric Design:** Conducted A/B testing on landing page layouts to improve user engagement and reduce bounce rates.
- **Campaign Management:** Managed monthly ad budgets for Google Ads & Meta Ads, optimizing creative assets to increase lead quality by 15%.
- **Brand Consistency:** Standardized visual assets across digital platforms using Adobe Illustrator, ensuring 100% brand compliance.

### UI/UX Designer Intern

*Tech Mahindra SMART Academy*

4 Months

- Collaborated with senior designers to create **Low-Fidelity Wireframes** and user flows for e-commerce web applications.
- Conducted **Competitor Analysis** and user research to identify design gaps and improve interface usability.
- Utilized **Figma & Adobe XD** to prototype interactive components, focusing on accessibility standards.
- Assisted in maintaining the company Design System, ensuring consistency in typography and color palettes.

## KEY PROJECTS

### E-Commerce Experience Design

- Designed a seamless shopping cart journey using Figma prototypes.
- Implemented visual design improvements using **Wix Studio** to enhance mobile responsiveness.