

# Beena C Das

## UI/UX Designer

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📍 Chennai, Tamilnadu

🌐 Portfolio: [beena.framer.website](https://beena.framer.website)

## Design Skills

### UI/UX Design:

User Research, Wireframing, Prototyping, Interaction Design, Information Architecture

### Visual Design:

Typography, Color Theory, Visual Design Systems, High-Fidelity Mockups

### Tools:

Figma, Adobe XD, Framer, Photoshop, Illustrator, After Effects, Lottie Files

### Design Process:

Design Thinking, Human-Centered Design, User Testing

### Front-End Development:

HTML, CSS, JavaScript, Bootstrap, Angular (basic knowledge)

### Project Management & Collaboration:

Jira, Visual Studio, Canva

## Soft Skills:

- Design thinking
- Problem-Solving & Critical Thinking
- User-Centered Approach
- Collaboration & Cross-Functional Teamwork
- Time Management & Adaptability
- Agile & Iterative Workflow

## Languages

- English
- Tamil
- Malayalam

## Objective

UI/UX Designer with 5+ years of experience creating clean, user-friendly digital experiences. Skilled in research, wireframing, prototyping, and storytelling, with a focus on aligning user needs and business goals. Proficient in Figma, Adobe XD, Photoshop, Illustrator, and After Effects.

## Work Experiences

### Senior UI/UX Designer | Star Health Insurance Company

August 2022 - Present

- Led the complete redesign of the purchase journey, launched based on real-time performance metrics, with improved visual clarity, reduced user confusion, and increased task completion rates.
- Designed and delivered responsive landing pages and internal web pages across desktop, tablet, and mobile breakpoints, ensuring seamless user experiences.
- Spearheaded UX and UI for the Star Health Care doctor consultation platform, including appointment booking, prescription access, and patient dashboard flows.
- Collaborated with cross-functional teams including product, QA, and developers to ensure pixel-perfect handoffs and on-time delivery.
- Conducted regular design audits and visual QA reviews to ensure brand consistency and enhance usability across multiple product touchpoints.

### UI/UX Designer | Infocuz Technologies

June 2021 - July 2022

- Designed and delivered responsive websites and mobile apps for diverse industries, improving usability and engagement.
- Created wireframes, mockups, and interactive prototypes using Figma and Adobe XD, ensuring consistent user flows and branding.
- Collaborated with clients and developers to translate business goals into user-focused interfaces, reducing revision cycles and improving delivery speed.

### Junior UI Designer & Developer | Rexknar Creative Solutions

November 2019- March 2021

- Designed marketing creatives including social media posts, banners, and brochures using Photoshop and Illustrator.
- Created website UI designs focused on layout clarity, brand tone, and user experience for client and in-house projects.
- Coded responsive UIs using HTML and CSS, bridging the gap between design and development.
- Worked in a fast-paced startup environment, collaborating with stakeholders and iterating quickly without sacrificing design quality.

## Education

### St Xavier's Catholic College of Engineering

B.E, Computer Science and Engineering

2015 - 2019