

# PRIYANKA SHINKAR

Sr. UI/UX Designer

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## Profile Summary

Senior UI/UX Designer with over 8 + years of experience in creating intuitive, visually engaging, and user-centric digital experiences. Proficient in wireframing, prototyping, and conducting user testing to deliver high-quality, pixel-perfect designs. Passionate about incorporating the latest industry trends, I possess a keen eye for detail and a commitment to enhancing user satisfaction through innovative design solutions.

### EXPERIENCE

#### Senior UI/UX Designer | Wai Technologies Pvt. Ltd

Apr 2021 – Present

- Lead requirements gathering sessions to align design strategies with business goals.
- Develop low-fidelity mockups and high-fidelity designs, ensuring usability and aesthetic appeal.
- Execute design-to-code processes, transforming XD/figma files into responsive HTML/CSS.
- Spearhead logo design and branding asset creation, maintaining a cohesive brand identity.
- Conduct UI validation and implement solutions to improve user interface challenges.
- Design and maintain an extensive icon library, enhancing visual communication across platforms.

#### Senior UI Designer | Plansquare Management Consultancy

Jan 2020- Apr 2021

- Collaborated with stakeholders to understand project requirements and user needs.
- Created mock-ups and PSDs for mobile app UI, converting designs to HTML/CSS.
- Conducted thorough UI validation to ensure design integrity and user satisfaction.
- Designed logos, images, icons, and banners, streamlining visual branding efforts.
- Identified design challenges and developed elegant, user-friendly solutions for web applications.

#### Web Designer | Intellinects Ventures Pvt. Ltd

Jun 2017- Jan 2020

- Engaged in requirements analysis to inform design direction for various projects.
- Constructed wireframes that transformed into functional, responsive digital products.
- Owned design projects from conception to implementation, ensuring timely delivery.
- Created responsive websites and dashboards, enhancing user engagement and accessibility.

#### Web Designer | Techflux Solutions

Nov 2015 to Jun 2017

- Designed logos, images, icons, and banners to enhance brand identity
- Created high-quality PSDs for web pages, ensuring responsive design and functionality.
- Converted PSD files to HTML for seamless integration into web projects.
- Developed PSDs for app UI, tailored to meet specific client requirements

### EDUCATION

BE – Computer  
Pune University

### DESIGN SKILLS

#### Front-End Development:

HTML5, CSS/SCSS, Bootstrap 5, Material Design, Responsive Designs

#### Design Tools:

Adobe XD, Photoshop, Illustrator, InVision, UXPin, Balsamiq Mockups, Figma

#### UI/UX Expertise:

Wireframing, Prototyping, High-Fidelity Designs, Responsive UI, App UI Design, Information Architecture, User Testing

### SOFT SKILLS

- Time Management Skills
- Problem-solving
- Attention to Details
- Communication & Collaboration
- Empathy

### PORTFOLIO

<https://www.designerpriyanka.in>