PRASANNA KUMAR R

UI/UX DESIGNER

ABOUT

Enthusiastic UI/UX Designer with a strong foundation in user-centered design. Skilled in wireframes, prototyping, and usability testing. Eager to contribute creativity and collaboration to dynamic teams, transforming client goals into visually appealing digital solutions. Excited to drive success in UI/UX design.

CONTACT

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🌐 prasannauixdesigner.com

Behance   Dribbble   Linkedin

SKILLS

Design:
UX Design, User Research, Interaction Design Thinking, Visual Design, Prototype, Usability Testing, Wireframes, Mockups.

Development:
HTML, CSS, Bootstrap, JavaScript (Basic)

Tools:
Figma, Adobe XD, and Photoshop

EDUCATION

2015 - 2018
Bachelor of Computer Applications
Kongunadu Arts & Science, 63% Grade Average

CERTIFICATE

Jul 2023 - Oct 2023
UX Professional Certification
Google, 79.8% Grade Average

WORK EXPERIENCE

Shiva Texyarn Limited

Ecommerce Analyst   Nov 2021 - Mar 2023

- Proficient in handling product listings on major online marketplaces: Amazon, Flipkart, Myntra, and own e-commerce store.

- Monitored order fulfillment and generated comprehensive sales reports across multiple platforms.

- Collaborated closely with the design team for website development, focusing on website design and product image enhancements.

- Stayed in a row of market trends and integrated effective social media marketing strategies

Infinity Digital PVT Ltd

Lead Generation / SEO Analyst   Sept 2020 - Oct 2021

- Conducted in-depth keyword research to identify high-impact keywords, and validate them for our email campaigns.

- Generated leads, researched/validated emails for targeted blogs, and optimized content for high SEO rankings.

- Monitored competition using Ahrefs tools, analyzing metrics of competitors' blogs and websites.

Kamsys Tech Solutions

Ecommerce Analyst   Jul 2018 - Aug 2020

- Proficient in handling product listings on major online marketplaces: Amazon, Flipkart, Myntra, and for the US & Europe Clients

- Tracked and analyzed performance metrics to enhance product visibility and reach on various platforms.

- Assisted the Team Lead in implementing initiatives to increase overall team productivity.