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<https://priyankauidesigner.github.io/UIdesigns/>



# PRIYANKA PANDEY

UI Designer

## ABOUT

I am a UI designer and I create intuitive user interfaces using Figma and Adobe XD. I started my career as a fashion designer and worked with multiple export houses as a fashion and graphic designer. My background in fashion design equipped me with skills that helped me in a seamless transition to UX and UI design, such as a keen eye for aesthetics, understanding of user preferences, creative problem-solving approach and past experience in Adobe tool suite.

## EDUCATION

### Careerfoundry

UI Design  
2023

### NIFT, New Delhi

Fashion Clothing and technology  
2011

### DDU Gorakhpur, University

Master's in clothing and textile  
2008

## LANGUAGE

- English
- Hindi

## UI SKILLS

- Wireframing
- Prototyping
- Typography
- Iconography
- Graphic design
- Style guides
- Design systems
- Employer branding
- Logos
- Infographics
- 3-D mockups

## TOOLS

- Figma
- Adobe XD
- Photoshop
- Illustrator
- Canva
- Procreate
- HTML
- Corel draw

## SOFT SKILLS

- Active Listening
- Creative Problem-Solving
- Collaboration
- Easily Adaptable
- Organization

## UI DESIGN PROJECTS

### Dream Clothing, Responsive Clothing App | Career foundry case study, July 2023

- Designed **20+ high-fidelity screens for iOS and Android** platforms, mockups, prototypes, and a **comprehensive style guide based on stakeholder requests** and end-user feedback.
- Emulated the Design-Thinking process to concept and create solutions for a completely original app.
- Designed and digitally created illustrations in Procreate to **enhance the overall end user experience** while navigating the app.

### Heathy Kitchen, Responsive Recipe App | Career foundry case study, August 2023

- Designed **34+ high-fidelity** screens and prototypes by following a **user-centered design process and mobile-first** approach to design a responsive web app for finding and sharing recipes.
- **Enhanced app navigation** by effectively using **advanced filtering and sorting** in recipe Search screens.
- Conducted competitive analyses, user interviews, surveys, and A/B testing to gather invaluable research data and develop personas, user flows, and sitemaps.

## WORK EXPERIENCE

### Graphic Designer, Digital Marketing & Branding | Multiple Brands, 2020-2021

- Boosted digital marketing campaigns by creating more than **100+** graphics (presentations, posts, flyers and brand pages) for social media.

### Graphic Designer, Design & Illustration | NonProfit & Freelance, 2015-2017

- Created presentation for Paris Fashion Week for a NonProfit org.
- Created vector graphics for Garment prints for a start up to kick start their journey.
- Created presentation for forecasting upcoming design trends.

### Fashion Designer, NCDPD-Govt Of India & Export Houses | 2012-2014

- Designed the complete line of product ranges and collections for clients such as Ikea, Target and Maison Du Monde.
- Designed product catalog and presentations for trade fair such as Maison & Objet Fair Paris and Heimtextil, Frankfurt.
- Managed all phases of product development ranging from design and conceptualization, market research, forecasting to material and fabric selection, pattern making and sample construction.