Reena Rani

sainireena700@gmail.com | 07384202339 | [Portfolio Here](#) | [LinkedIn](#) | London, UK

Introduction

Creative and detail-focused **Web Designer** with strong skills in **HTML, CSS, Figma, and responsive design.** Experienced in building accessible, user-friendly websites and collaborating with marketing and SEO teams to improve customer journeys. Passionate about clean UI, UX principles, and delivering engaging digital experiences across web and email platforms.

Employment History

Junior Web Support Specialist | Safetech Ltd. | UK   Apr 2025–Present

- Performed detailed quality assurance checks on new and existing websites to ensure optimal functionality, accessibility, and adherence to brand guidelines across desktop and mobile platforms.
- Customised website elements using HTML, CSS, and PHP to enhance layout structure, resolve UI inconsistencies, and improve visual hierarchy and usability.
- Collaborate with marketing, QA, and development teams to enhance customer journeys and user experiences.
- Provided technical support for website hosting, domain setup, and email services, maintaining 99.9% uptime and ensuring seamless third-party platform integration.
- Supported UX improvements through A/B testing insights and user feedback loops, helping to optimise page layouts and boost user engagement by 10%.

Web & UX Designer | Better Career | Remote, UK   Feb 2024–Mar 2025

- Designed full website mockups, branding elements, and responsive email templates for small businesses.
- Built responsive websites using WordPress, Elementor, and custom CSS/HTML modifications, ensuring mobile-first design and fast load performance.
- Produced landing pages, email templates, and digital marketing assets supporting lead generation campaigns, improving conversion rates by approximately 12%.
- Communicated with clients throughout the design process, ensuring on-brand and timely delivery.

Web Designer | Radar One Media Ltd | Brighton, UK   Apr 2023–Jan 2024

- Designed user-focused websites, microsites, and marketing materials emphasising clean UI and usability, leading to a 15% increase in average session duration on key pages.
- Created compelling visual content for digital marketing campaigns, including landing pages, email campaigns, and social media ads.
- Maintained and updated website content, ensuring all elements were aligned with organisational goals and branding.
- Regularly updated site content, performed technical audits, and implemented UX enhancements based on Google Analytics insights and stakeholder feedback.

Web Designer | Treble-D Solutions | India   Apr 2022–Dec 2022

- Designed intuitive, responsive websites focusing on clean UX flows and modern visual design, increasing mobile user engagement by 18%.
- Developed front-end components using HTML5, CSS3, and Bootstrap, ensuring fast load times and

cross-browser compatibility, reducing page load errors by 20%.

- Created digital graphics and banners to enhance content engagement while aligning with business messaging.
- Conducted usability testing and feedback sessions to iterate and refine website designs.
- Collaborated with SEO, marketing, and back-end teams to deliver cohesive digital experiences.

Education

MSc in User Experience Design | University of Brighton   Jan 2023–May 2024

Diploma | Kalpana Chawla Govt Polytechnic for Women-India   2011–2014

Skills & Tools

Skills: HTML5, CSS3, Bootstrap, UX/UI Design & Accessibility Standards, Google Analytics, Google Tag Manager , Website Maintenance and Technical Support, User Flow Creation, User Personas, Website Performance Optimisation, Web Accessibility, Responsive & Accessible Design (WCAG), Mobile-first approach, Cross-browser optimisation, Email Design, Responsive Web Design, Email Campaigns, Landing Pages, Conversion-Focused Design

Tools: Figma, Adobe XD, Balsamiq, Adobe Photoshop, Adobe Express, Canva, Google Slides, WordPress, WooCommerce

Volunteering

Ladies That UX Brighton | Brighton, UK   Nov 2023–Present

AbilityNet | London, UK   Dec 2024 –Present

UX Camp Brighton | Brighton, UK   Apr 2024