

Reena Rani

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Introduction

Creative and detail-oriented Web Designer with a strong background in UX/UI design, responsive web design, and front-end development. Passionate about crafting visually engaging and user-friendly digital experiences that align with business goals. Experienced in collaborating with cross-functional teams, developing design systems, and ensuring brand consistency. Proficient in industry-standard design tools and web technologies, with a keen interest in optimizing designs for accessibility, SEO, and performance.

Employment History

Web Designer | Better Career | Remote, UK

Feb 2024–Present

- Designed and developed responsive websites for clients across various industries, ensuring a seamless and engaging user experience.
- Created wireframes, high-fidelity prototypes, and interactive designs to improve usability and navigation.
- Collaborated with clients and developers to implement visually appealing and functional websites aligned with business objectives.
- Conducted usability testing and user research to refine and enhance web designs.
- Optimized websites for SEO and accessibility, ensuring compliance with WCAG guidelines.
- Maintained brand consistency across digital assets, enhancing brand identity and recognition.

Web & UX Designer | Radar One Media Ltd | Brighton, UK

Apr 2023–Jan 2024

- Led the design and development of corporate websites, landing pages, and digital assets to improve user engagement.
- Worked closely with marketing teams to create visually compelling web experiences that aligned with branding and strategic goals.
- Developed responsive layouts and optimized web performance for various devices and browsers.
- Integrated design solutions within CMS platforms like WordPress for seamless content management.
- Utilized analytics tools to monitor user behavior and iterated on design solutions based on insights.
- Ensured accessibility compliance and usability best practices to improve inclusivity.

Web Designer | Treble-D Solutions | India

Apr 2022–Dec 2022

- Designed visually appealing, user-friendly websites with a focus on responsiveness and accessibility.
- Created and maintained design systems to ensure consistency across digital platforms.
- Developed interactive prototypes and conducted usability testing to enhance the overall user experience.
- Utilized Adobe Creative Suite to design web assets, including high-quality images and graphics.
- Managed website updates and improvements using HTML, CSS, and Bootstrap frameworks.
- Provided creative input and design solutions for various marketing and digital campaigns.
- Collaborated with cross-functional teams to improve website performance and user satisfaction.

Education

MSc in User Experience Design | University of Brighton

Jan 2023–May 2024

Diploma | Kalpana Chawla Govt Polytechnic for Women-India

2011–2014

Certifications

Design Thinking: Understanding the Process / LinkedIn Learning

Enterprise Design Thinking Practitioner / Issued by IBM

Accessibility for Web Design / LinkedIn Learning

Skills & Tools

HTML5, CSS3, JavaScript, jQuery, WordPress, Shopify, WordPress, Elementor, WooCommerce, Responsive Web Design, Digital Design, Figma, eCommerce Optimization, Website UI Design, Digital Asset Creation, Team Collaboration, User Experience Design (UX), User Interface Design (UI), Project Management, Brand Consistency, A/B Testing & Analytics

Volunteering

Ladies That UX Brighton | Brighton, UK

Nov 2023–Present

UX Brighton | Brighton, UK

Nov 2024

Brighton Marathon | Brighton, UK

Apr 2024