Reena Rani

sainireena700@gmail.com | 07384202339 | **Portfolio Here** | **LinkedIn** | Brighton, UK

Introduction

Creative and detail-oriented Web Designer with extensive experience in designing and building high-quality e-commerce websites. Skilled in CSS, semantic HTML, and JavaScript, with a strong understanding of accessible web standards. Proven ability to manage multiple projects in fast-paced environments, delivering bespoke, high-end designs on time. Known for excellent communication skills, artistic flair, and providing first-class customer service while resolving web-related queries. Passionate about innovation and working with new technologies, eager to contribute to continued success and growth.

Employment History

Web Designer (Volunteer) | Better Career | Remote, UK   August 2024–Present

- Developed dynamic, responsive WordPress websites tailored to client needs, incorporating custom themes, optimized plugins, and intuitive navigation for enhanced user experience.
- Demonstrated proficiency in WordPress, customizing themes and integrating plugins to enhance website functionality and optimize performance.
- Utilized graphic design tools like Adobe Photoshop and Illustrator to create engaging visual elements that enhance website aesthetics and user interaction.
- Stayed informed about the latest web design tools and techniques, consistently integrating new trends and technologies into web design projects.
- Applied accessibility standards and best practices to create inclusive, user-friendly designs.

Web Designer | Radar One Media Ltd | Brighton, UK   April 2023–January 2024

- Collaborated with cross-functional teams to brainstorm and implement innovative design concepts that improved user engagement and conversion rates. Click here to view the WordPress project.
- Successfully managed multiple web design projects, meeting tight deadlines and exceeding client expectations.
- Managed and enhanced WordPress-based websites, ensuring seamless integration of landing pages with customer and partner journeys.
- Developed reusable UI components and patterns, optimizing design and development efficiency.
- Utilized HTML, CSS, and JavaScript frameworks to translate design mockups into high-quality, responsive code.
- Ensured digital products met accessibility standards and responsive design requirements for optimal user experiences.
- Conducted user feedback and performance analysis to identify opportunities for website improvements, enhancing user experience and site navigation through structured sitemaps.

Web Designer | Treble-D Solutions | India   April 2022–December 2022

- Designed and developed responsive websites that optimized performance across all devices.
- Enhanced website performance and reduced load times by 25% through optimization techniques.
- Collaborated with stakeholders to deliver user-centered solutions that improved conversion rates.

Education

MSc in User Experience Design | University of Brighton   January 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

Skills: Problem Solving, Teamwork, Communication, User-Centred Design, Analytical Thinking, Creative Problem Solving, Time Management, Collaboration

Technical Skills: WordPress Website Design, Theme Customization, Plugin Integration, Responsive Web Design, HTML, CSS, JavaScript, User-Centered Design, Cross-Browser Compatibility, Client Collaboration, Graphic Design, UI/UX Design, Quality Assurance, Digital Marketing Team Collaboration, Project Management, Creative Web Solutions, Conversion Rate Optimization, Website Troubleshooting, SEO Best Practices, Web Design Trends, Wireframing & Prototyping

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

Volunteering

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

UX Camp Brighton | Brighton, UK   April 2024

Brighton Marathon | Brighton, UK   April 2024