

Reena Rani

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Introduction

Creative and detail-oriented Digital Product Designer with a strong foundation in UX/UI design, responsive web design, and front-end development. Proven ability to craft seamless, accessible, and engaging user experiences across web and mobile platforms. Experienced in design thinking, user research, prototyping, and high-fidelity UI design. Passionate about solving user problems through iterative design, cross-functional collaboration, and data-informed decision-making. Adept in Figma, Adobe Creative Suite, WordPress, and HTML/CSS.

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.
- Provided technical support for website hosting, domain setup, and email services, ensuring seamless performance, high uptime, and integration with third-party platforms.
- Assisted in creating and updating websites using WordPress and WooCommerce, focusing on usability, responsive behaviour, and alignment with SEO best practices.
- Collaborated with designers, developers, and marketing stakeholders to gather requirements, troubleshoot issues, and implement design updates that improved user experience.

UX Designer | Better Career | Remote, UK

Feb 2024–Mar 2025

- Designed, developed, and maintained educational and career-focused websites, aligning layouts with UX best practices and brand guidelines to create user-friendly experiences.
- 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 to support lead generation campaigns, improving conversion rates and customer engagement.
- Conducted competitive analysis and UX research to understand user behaviour and adapt site architecture, information hierarchy, and CTA placement.
- Worked closely with the SEO and marketing teams to design pages optimised for organic search visibility and lead-nurturing workflows.
- Regularly updated site content, performed technical audits, and implemented UX enhancements based on Google Analytics insights and stakeholder feedback.

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

Apr 2023–Jan 2024

- Led the end-to-end design and development of responsive corporate websites and high-converting landing pages that aligned with marketing strategies and brand identity.
- Conducted UX research, created personas, user flows, and wireframes to support data-driven design decisions and improve user journey mapping.
- Developed high-fidelity mockups and interactive prototypes in Figma and implemented final designs using WordPress, ensuring consistency across mobile, tablet, and desktop views.

- Integrated SEO principles into design and collaborated with the marketing team to implement CRO (conversion rate optimization) strategies.
- Monitored website performance using tools like Google Analytics and Hotjar to identify friction points and iteratively improve site usability and engagement rates.
- Ensured accessibility compliance and advocated for inclusive design practices across digital touchpoints.

Web Designer | Treble-D Solutions | India

Apr 2022–Dec 2022

- Designed visually engaging, user-friendly websites that prioritized responsiveness, accessibility, and an intuitive navigation structure for diverse audiences.
 - Created and managed a design system library that standardized UI components and improved the efficiency of cross-functional development teams.
 - Produced interactive prototypes and conducted remote usability testing sessions, collecting user feedback to inform design refinements and feature prioritization.
Crafted digital assets, banners, and graphics using Adobe Creative Suite, ensuring visual appeal while supporting content hierarchy and business messaging.
 - Developed front-end web pages using HTML5, CSS3, and Bootstrap, optimizing load times and enhancing cross-browser compatibility.
 - Actively collaborated with marketing, SEO, and back-end teams to deliver holistic digital experiences that drove traffic, retention, and customer satisfaction.
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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: HTML, CSS, Bootstrap, JavaScript, User Research, User Interface (UI) Design, Information Architecture, Interaction Design, Usability Testing, Prototyping, Wireframing, User Flow Creation, User Personas, User Journey Mapping

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

Volunteering

Ladies That UX Brighton | Brighton, UK

Nov 2023–Present

AbilityNet | Brighton, UK

Dec 2024 –Present

UX Camp Brighton | Brighton, UK

Apr 2024