

Reena Rani (UX Designer)

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Introduction

Creating user-centred and accessible digital experiences, I specialize in crafting visually appealing and intuitive interfaces. With a passion for innovative problem-solving, I bridge the gap between design and technology, enhancing user interactions to deliver impactful results that drive engagement.

Employment History

UI/ UX Designer | Better Career | Remote, UK

August 2024–Present

- Leading the design and optimization of user-centric digital experiences by applying user-centered design principles and technical expertise.
- Creating wireframes, prototypes, and sitemaps to effectively communicate design concepts, ensuring cross-functional alignment.
- Collaborating with marketing and research teams to integrate brand elements and data-driven insights into web designs.
- Designing digital assets such as social media graphics and posters, enhancing brand identity and marketing initiatives.
- Continuously improving user journeys and interfaces based on user feedback and performance data.

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

April 2023–January 2024

- Led the design and front-end development of responsive web pages, improving user experiences across multiple devices.
- Established and implemented design standards, creating scalable and consistent style guides for all projects.
- Developed wireframes, prototypes, and mockups to visualize and validate user-centred designs, ensuring a smooth handover to developers.
- Increased user engagement by 20% through the design of intuitive dashboards.
- Streamlined project documentation and collaboration by maintaining an organized design repository.
- Conducted usability testing to refine design decisions based on user insights.

Web Designer | Treble-D Solutions | India

January 2021–December 2022

- Designed and developed responsive websites and dashboards using HTML, CSS, and Bootstrap, ensuring optimal performance across all devices.
 - Collaborated with stakeholders and teams to deliver user-centred solutions, improving conversion rates by 15%.
 - Enhanced site performance and reduced load times by 25% through optimization techniques and best practices.
 - Integrated third-party tools and plugins to extend website functionality while maintaining a seamless and consistent user experience.
 - Conducted performance analysis and implemented A/B testing to drive continuous improvement.
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Education

MSc in User Experience Design | University of Brighton
Diploma | Kalpana Chawla Govt Polytechnic for Women-India

January 2023–May 2024
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: HTML, CSS, JavaScript, Bootstrap, Low-fidelity Prototyping, High-fidelity Prototyping, Information Architecture, Design System, Evaluation Methods, User Personas, Pixel-perfect Design, Wireframing, Website Accessibility and Security

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

Volunteering

Ladies That UX Brighton | Brighton, UK
UX Camp Brighton | Brighton, UK
Brighton Marathon | Brighton, UK

November 2023–Present
April 2024
April 2024