Reena Rani

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Introduction

Creating user-centred and accessible digital experiences, I excel at crafting visually appealing and user-friendly interfaces. Known for innovative problem-solving, I merge technology and design to enhance user interactions and deliver impactful results.

Employment History

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

Contributed as a Web Designer, focusing on end-to-end design and frontend development of web pages.

- Developed wireframes, mockups, and design assets to support development.
- Applied user-centred design principles to create engaging interfaces.
- Designed pixel-perfect dashboards, increasing user engagement by 20%.

Web Designer | Treble-D Solutions | India   August 2021–December 2022

Crafted digital experiences using HTML, CSS, and Bootstrap, optimising websites, landing pages, and dashboards for all devices.

- Collaborated cross-functionally with stakeholders, researchers, analysts, and designers.
- Boosted conversion rates by 15% through a new 80-page WordPress site.
- Improved page load times by 25% with responsive web designs.

Education

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

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

Skills & Tools

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

Technical Skills: HTML, CSS, JavaScript, Bootstrap, jQuery, PHP, SCSS, Responsive Design, SEO, Low-fidelity Prototyping, High-fidelity Prototyping, Information Architecture, Design System, Evaluation Methods, User Personas, Pixel-perfect Design, WooCommerce, Wireframing, Website Accessibility and Security

Tools: WordPress, Figma, Adobe Photoshop, Adobe XD, Balsamiq, Shopify, Slack, GitHub

Volunteering

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

UX Camp Brighton | Brighton, UK   April 2024

Brighton Marathon | Brighton, UK   April 2024