Reena Rani

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WORK EXPERIENCE

UX Designer | Better Career | Remote, UK   *Feb 2024 – Present*

- Designed responsive websites and created interactive prototypes, collaborating with cross-functional teams to ensure user journeys aligned with business goals.
- Utilised Figma, Adobe XD, and Sketch to create wireframes, prototypes, and high-fidelity designs that effectively communicated ideas and solutions.
- Ensured designs were responsive, accessible, and aligned with brand standards, improving user experience across devices.
- Worked closely with product managers and developers to ensure smooth implementation of designs.
- Conducted user testing and incorporated feedback into design iterations.
- Optimised landing page designs to improve user engagement, conversion rates, and SEO performance, resulting in higher visibility and user satisfaction.

Web & UX Designer | Radar One Media | Brighton, UK   *Apr 2023 - Jan 2024*

- Developed responsive websites and landing pages, focusing on user-centric design and functionality.
- Worked closely with developers to ensure seamless implementation of designs, enhancing user experience and site performance.
- Created wireframes, mockups, and prototypes, iterating based on user feedback and testing.
- Collaborated with the marketing team to create visually engaging digital content for campaigns.
- Designed and tested prototypes to validate new features, working closely with user researchers to refine designs based on feedback and usability testing results.

Web Designer | Treble-D Solutions | London, UK   *Apr 2022 - Dec 2022*

- Collaborated with UX/UI designers to refine user flows and interactions across digital platforms, improving functionality and overall user experience.
- Created and maintained visual design concepts, including websites, landing pages, and promotional materials.
- Ensured designs adhered to client requirements while improving usability and accessibility.
- Managed and delivered projects within deadlines, balancing multiple tasks while maintaining high standards for design quality and client satisfaction.
- Created and managed design systems, ensuring consistency across all digital touchpoints, improving collaboration across teams and speeding up the design process for future projects.

EDUCATION

MSc in User Experience Design, *University of Brighton*   *Jan 2023 - May 2024*

Diploma, *Kalpana Chawla Govt Polytechnic for Women*   *2011 - 2014*

LANGUAGES AND SKILLS

Languages: English (Professional) Hindi (Native)

Skills: UX/UI Design, Prototyping, Wireframing, HTML, CSS, JavaScript, Information Architecture, Interaction Design, Responsive & Accessible Design, User Research, Testing & Analytics, Figma, Adobe XD, Adobe Creative Suite (Illustrator, Photoshop), Balsamiq, Miro, Adobe Express

References Available on Request