POOJA RAVI

Sr. UI UX Designer | Content Writer| Corporate Trainer| Image Consultant | Engineer

Hello, I'm Pooja, a certified UI UX Designer in Product Development & Design and an Engineer with an International Certification in Image Consulting , Soft Skills & TTT Corporate Training. I'm confident that my proven track record of excellent work ethics and unparalleled attention to detail and user centric design approach will make me an immediate asset for your organization.

UI UX Designing / Product Development / Product Design /Social Media Branding

Content Writing / Image Consulting / Softskills Trainer / T T T NABET Certified

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In addendum to the Technology skills , I'm

- ✓ Certified Program from IIT Delhi in Design Thinking for User Experience

- ✓ Certified UI UX Product Designer in Advanced User Experience Training for Web and Mobile Application by Bridge UX

- ✓ Certified Image Consultant (Personal branding and transformational coach) , Conselle University, USA, Image Consulting Business Institute

- ✓ NABET and SQA accredited TTT certified Soft Skills Trainer

FROM

POOJA RAVI

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COVER LETTER

Dear Sir/Madam,

I come with 4 years of experience as an UI UX Designer with the following skills:
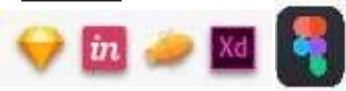
- ✓ Certified in Advanced User Experience Training for Web & Mobile Application with experience in diverse projects for product development & design engineering using Figma, Adobe XD, Miro, Sketch, Invision, Adobe Photoshop etc.
- ✓ Dynamic professional with ample interest and experience of data interpretation and analysis gained through projects and user research.
- ✓ Proficiency in aspects necessary for effective data analysis & presentation of visual designs for collaborative client and stakeholder design communication.
- ✓ Meticulous user centered design thinking and detail-oriented design process.

At my current organization I drive the roles of Senior UI UX Designer in Product Research & Design, Social Media Branding, Content Writing along with Corporate Training. Specialized in UI UX Product Designing for the organizational needs such as Website Redesigning, User Flows, Social Media Postings, Vertical Branding, Wireframes & Design Prototypes, UX Research, Information Architecture, User Testing & Reports and Visual design along with UX Audits of portals & other Product automations for web & mobile applications.

ACHIEVEMENTS

- o Certifications in three upskilling courses from the current organization.

- o Created a social media presence for the organization and helped to increase user engagement by 65%

- o Publicist for RV's 8th mile fest and HELIX fest.

- o Worked for editing, art and photography department at college acting club & organized street photography and food photography events at college.

- o Acted in a TV soap and short film.

SKILLS

User Experience & Interface

App Design

Adaptive Web Design

Product Design

Design System

UX Audit & Research

Heuristic Evaluation

User Flow

Storyboards

Information Architecture

Stakeholders Interview

User Centric Design

LANGUAGES

ENGLISH
HINDI
KANNADA
TAMIL
TELUGU

INTERESTS

PRESENTATIONS MUSIC THEATRE TRAVELING PUBLIC SPEAKING PHOTOGRAPHY FILMS SPORT CUISINE DESIGN CURRENT AFFAIRS HISTORY HANDWRITING ANALYSIS LITERATURE ART

EDUCATION

2020

Bachelor of Engineering(B.E) Biotechnology

RVCE , SGPA: 9.0 (Sem 8)

2021

Image Consulting, Soft Skills , TTT

ICBI, Conselle, SQA, NABET

2015

PUC, PCMB

CMR University, 84%

2013

I.C.S.E

Ryan International, 82%

EXPERIENCE

2021 - present

Senior UI UX Designer

Elfonze Technologies

2020

INTERN, UX RESEARCH & DESIGN

FIBROHEAL

CREATIVE

COLORSENSE

TYPOGHRAPHY

BRANDING

TEAMWORK

PROJECTS

ELFONZE TECHNOLOGIES (2021- Present)

Schneider Electrics (October 2024 – January 2025)
Tools used: Figma, Miro, Testing
o   Designing an embedded application for system management and control. The system provides various modules, including Login, Monitoring & Control, Diagnostics, Maintenance, Settings, and Security, each with its own functionalities and submodules and did user testing and created test reports.

B2B Skillmatrix (June 2024 – Septemeber 2024)
Tools used: Figma, Testing
o   Designed a web application which is a user-centric interface for a state-of-the-art B2B eCommerce marketplace that leverages AI for talent management in SMEs. Delivered intuitive dashboards for real-time tracking of talent and demand across partner networks, ensuring seamless collaboration, faster turnaround times, and robust data protection. Focused on aligning user preferences with platform functionality to enhance usability and drive engagement.

Production Scheduling Tool (March 2024 – May 2024)
Tools used: Figma, Miro, AG Grid/Charts
o   Designed a web application to automate production scheduling & forecasting in the manufacturing industry

Secure Land Properties (Febraury 2024 – March 2024)
Tools used: Figma, Miro
o   Designed a web application with prototypes for real estate market around property management.

Digitalization of Event Management Platform (September 2023 – January 2024)
Tools used: Figma, Miro
o   Designed a web/mobile application using HCD process to create a platform for easy access for event management

American Battery Solutions Web Application (May 2023 – Aug 2023)
Tools used: Figma, Adobe XD, Miro, Sketch, Invision, Material.io,
o   Designed a web application with dashboard tracking the energy management system for different TeraStor to trigger alerts and in the ramp management of batteries.
o   Created components for different energy management products in UI

E-commerce Web and Mobile Applications (March 2023 – April 2023)
Tools used: Figma, Adobe XD, Miro, Sketch, Invision, Material.io
o   Designed responsive UI screens for both web and mobile application for a D2B product called Innkeeper
o   Website Revamp for Accusharp with new UI Designs for the mobile application with user specific type forms
o   Redesigned a web application for AAAG India by creating modern aspect in UI

BJP Recruitment Portal (Jan 2023 – Feb 2023)
Tools used: Figma, Adobe XD, Miro, Sketch, Material.io
o   Designed a job portal for a leading political party in India
o   Created simplified user centered flow for web application

Hotel Booking Platform (Oct 2022 – Dec 2022)
Tools used: Figma, Adobe XD, Miro, Sketch, Material.io
o   Designed a hotel booking platform for super admin dashboard with high fidelity wireframes on figma & Visual design on Adobe XD
o   Worked on protypes of the design and implemented the information architecture and user flow for the design process
o   Created Wireframes for the dashboards and screens using Figma and the visual design using Adobe XD
o   Provided design direction to the backend team
o   Intensified heuristic evaluation and competitors' analysis to narrow down on final design outcome with the team
o   Client interaction on content validation for MIS Reports, Privacy policy, subscriptions and agent management

PROJECTS

Geriatrics Healthcare Application (May 2022 – Sept 2022)

Tools used: Figma, Miro, Invision

- o User research survey for product design and development
- o Competitors Analysis for design enhancement
- o Dashboard Statistics analysis and design flow for multiple admin access using high fidelity wireframes and low fidelity visual design
- o Interaction with client to understand pain points and visual outcomes around look and feel of the application

Redesign of Website (Jan 2022 – April 2022)

Tools used: WIX

- o Extensive heuristic evaluation to enhance and redesign the organization website
- o Exposure towards website builder
- o To increase website interaction

Healthcare App Redesign(Nov 2021 – Feb 2022)

Tools used: Figma, Miro

- o Designed Prototypes and low fidelity wireframes with Visual Designs
- o Carried out user research, stakeholders' interview, competitor analysis with heuristic evaluation for the mobile application

2020

FIBROHEAL

Worked on UX analysis & research for product designing and implementation for flavored hangover powders and diabetes drink using mulberry, also did a literature survey on nutritional wound care healing in humans using silkworms and got certified in   industrial training.

2019

PROJECT LEAD AT DEPT OF RVCE

Working model of a compressed smart bin and a first author in its paper publication and as the project lead with a Paper

presentation for the current technologies used to treat separately and non-separated waste at college

2018

RESEARCH ANALYST, ROBOTICS TEAM, RVCE

Innovative Design & technical team at RVCE in collaboration with TE connectivity aimed at mimicking a COBOT using

automation design, machine learning and AI. Dealt with innovation and design team using Data analysis, statistics, forward

kinematics valuation using MATLAB simulation and panel member for marketing and branding.