Sahil Salekar

UI/UX Designer | +9167104184 | sahil.saldesigns@gmail.com

m. Media.net (June 2022 - Present)

- Joined Media.net as a UI Consultant while ongoing graduation giving me significant amount of exposure to the design and ad-tech industry.

- Coordinated with multiple business units for daily briefs, ad content and design.

- Recorded and organized performance data from business teams, producing a detailed record that supported future A/B testing and optimization.

- Produced ads and dynamic landers with strong approval from premium advertisers.

- Developed a range of creative assets and designs to performed A/B testing to maximize profitability and engagement.

- Worked with development and QA team to verify UI implementation across various devices, assuring a seamless and consistent experience for all users.

- Learnt basic micro animation for landing pages on after effects.

About

I'm a UI/UX designer with 3.5 years of experience. I strive to create seamless visual designs which improves business performances through well planned design decisions.

Design

- Visual Design
- UI Design
- Prototyping

User Research and Strategy

- UX Research
- A/B Testing
- Usability Testing
- Performance Analysis

Tools

- Figma
- Framer
- After Effects
- Premiere Pro

Certifications

- Design Boat UI/UX School
- Human Factors International
- Interaction Design Foundation

Academics

- Bachelor of Arts in Multi Media and Mass Communication (9.06CGPI)

in www.linkedin.com/in/sahilsal   https://dribbble.com/SahilSal   Bē https://www.behance.net/SahilSal