# NAZMA SULTANA

UX/UI Designer

## SUMMARY

UI/UX designer with a solid background in Graphic design. Over 2 years of experience in conducting user research, prototyping and creating custom user-friendly website designs, tailored features, and user journeys.

## EDUCATION

### Bachelor's of Technology
Jaypee University Of Information Technology   📅 2022-Present

### Secondary School
DAV Public School   📅 2018-2022

## PROJECT

### UX/UI Designer
**Hotel Booking Platform (Wireframe+Interactive Components)**

Prioritized a user-centric approach to ensure that the platform is easy to navigate, visually appealing, and efficient in meeting the needs of travelers. Created wireframes that serve as the blueprint for the platform's layout and functionality. These wireframes will outline the placement of elements, such as search bars, filters, hotel listings, and booking forms.

### UI Designer
**CryptoMoney Platform Design**

This platform provided users with the tools and information they need to manage their digital assets, trade cryptocurrencies, and stay informed about the rapidly evolving crypto mark.

### UI Designer
**ProYoga Buddy Web App Design With Animation and Micro- Interactions**

ProYoga Buddy, a platform dedicated to enhancing the yoga experience for practitioners of all levels. This web app will offer an immersive and interactive experience, with animations and micro-interactions that elevate the user journey.

## EXPERIENCE

### EXP.CLUB
**Product Designer**

Conducted user research and analysis to understand the target audience's needs, preferences, and pain points in the fitness domain. Created wireframes, mockups, and prototypes to iterate on design. Launched the website successfully, receiving positive feedback from users for its aesthetic appeal, functionality, and ease of use.

### TIEDC JUIT
**Design Team Manager**

Oversaw the design process from conceptualization to final production, maintaining quality control and consistency.

### IEEE SB JUIT
**Design Team Lead**

Collaborated with a team of designers to create visual content for various events and activities organized by IEEE SB JUIT. Utilized graphic design software such as Adobe Photoshop, Illustrator, and InDesign to produce compelling visuals.

## FIND ME ONLINE

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## SKILLS

### Design

UX Research   Graphic Design   Prototyping   Wireframing   Typography   Brand Identity Design   Visual Design

### Tools

Adobe Photoshop   Adobe Illustrator   Adobe InDesign   Figma   Notion   Canva   Adobe Express

## TRAINING / COURSES

**Figma UI/UX Web Design & Animation with 6 Projects**

Gained practical experience in utilizing Figma's features to create visually appealing user interfaces. Developed proficiency in designing responsive layouts, enhancing user experience, and optimizing usability across various devices.

**Adobe InDesign CC for Beginner to Advanced Masterclass**

Acquired proficiency in utilizing InDesign's versatile features for designing professional layouts and publications. Developed expertise in creating visually appealing documents, including brochures and flyers..

**Master Adobe Illustrator:Design Awesome Logos and Graphics**

Completed specialized advanced training, refining skills and techniques to produce visually striking designs, with a focus on crafting captivating logos and graphics.