

EDUCATION

➤ Btech in Computer Science Engineering (CSE)

The LNM Institute of Information Technology, Jaipur

(July 2015 - May 2019)

SKILLS

➤ User Experience

User Research | Affinity Mapping
Journey Mapping | Usability & Concept | Testing | User Flow | Information Architecture |
Wireframing | Sprint | Heuristic Evaluation | Sessions | Brainstroming | Product Ideation

➤ User Interface

Typography | Color Theory | Design | Design Systems | Responsive | Layout Design

➤ Visual

Drawing | Sketching

➤ Interaction Design

Rapid Prototyping

➤ Soft Skills

Organizational Skills | Creative Observing Skills | Problem Solving | Critical Thinking

DESIGN TOOLS

➤ Figma

➤ Adobe XD

➤ InVision

➤ VS Code

➤ LeadSquared

CERTIFICATE

➤ Certified as an UI/UX designer at Codeyoung [here](#).

➤ Certified by Udemy for learning all UX Designs Essentials [here](#).

INTERESTS

➤ Epigrammatist



Shreya Rajput

UI/UX DESIGNER

[Portfolio](#)

📞 [8107033191](#)

Behance

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Dribble

LinkedIn

ABOUT

Creative and self-driven design professional with 1+ years of experience creating and delivering elegant, innovative design solutions that excite users and grow iconic brands. Skilled in leading multiple projects from concept through to completion. Hands-on in transforming complex information and concepts into attractive, human-centered designs.

WORK EXPERIENCE

Business Ally (Aug'21 - Present)

UI/UX DESIGNER | FULL-TIME

- Generated design ideas using a wireframe. Completed site redesign using iterative sketches, storyboards, and flowcharts.
- Facilitated a card sort of navigation elements to understand the user's thought process when finding important information.
- Redesigned and architected new environments for the start-up with innovative ideas.
- Initiated and established a healthy design process including the creation of project estimates, milestones, heuristic evaluations, contextual inquiries.
- Provided competitive research, site map (information architecture), interaction design (wireframes), and visual concepts for clients.
- Presented user-focused design solutions that increased client's ROI over the short and long term.
- Collaborated with developers and engineers in the pre- and post-design phase, preferably in an agile environment, to ensure a higher rate of success.
- Designed many of the core features, advertising platform integration
- Gathered feedbacks and reviews by presenting UX Design concepts to them.
- Worked closely with sales and business teams to establish the appropriate business strategy when proposing a user-centered solution.
- Developed a digital style guide and responsive design pattern library to ensure UI/UX and brand consistency across multiple platforms.
- Created personas, Dashboards, Userflow maps, wireframes, flow-diagrams, sitemaps, paper & hi-fi interactive prototypes.

Codeyoung (Sep'20 - Feb'21)

UI/UX DESIGNER | INTERNSHIP

- Prepared and presented li-fi mockups to internal teams and stakeholders.
- Produced detailed wireframes, interaction maps, flowcharts, spec documents to effectively communicate designs and product requirements.
- Responsible for project hi-fi wireframes, sitemaps, and user/process flows
- Involved in Email templates and designed the layout and the framed whole content according to the requirement .
- Also Involved in making Diwali Ad Campaigns and Instagram post for promotion.
- Conducted heuristic evaluations and identified usability challenges within a products.
- Created advanced interactive prototypes using conditional logic and stored data in Axure RP for use in usability tests.
- Part of many internal designs like Operation management portal, Login flow, Referral page design, Demo Scheduling templates, Tamil demo scheduling layout & Epicenter Admin Portal.
- Conducted A/B testing to assess user impact of specific UI elements.
- Collaborated with development team to implement the vision.
- Participated in design sprints, group ideation, analysis & planning to inform a deep product
- Delivered design reviews and presentations to Business Analysts, Developer leads Usability, and QA teams.
- Gathered feedbacks and reviews by presenting UX Design concepts to them.
- Identified and recruited test participants, designed a test plan, and created prototypes for usability testing.