

Neha Singh

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Summary

A highly motivated and detail-oriented UI/UX Designer with 4+ years of experience in crafting intuitive and engaging user experiences for both web and mobile applications. Proven ability to translate business requirements into effective design solutions through wireframing, prototyping, and user research. Passionate about creating seamless and delightful digital products.

Skills

- Figma
- Adobe XD
- Sketch
- User Research & Testing
- Wireframing & Prototyping (Interactive & Low-fidelity)
- Usability Analysis
- Information Architecture
- Responsive Design
- UI Design Principles
- Design Systems

Experience

DesignSpark Solutions | UI/UX Designer | 2019 – Present

- Led the design and development of several key features for a SaaS mobile application, resulting in a 15% increase in user engagement.
- Created wireframes, interactive prototypes, and high-fidelity mockups using Figma and Adobe XD to visualize concepts and communicate design decisions.
- Conducted user research through interviews, surveys, and usability testing to gather insights into user needs and behaviors.
- Collaborated closely with product managers, developers, and stakeholders throughout the entire design process.
- Maintained and contributed to a growing UI component library for consistent design across all products.

Education

National Institute of Fashion Technology | Bachelor of Design | 2019

- Focused on User Interface Design & Interaction Design.
- Capstone Project: Redesigned the user experience for an e-commerce platform, incorporating best practices in usability and accessibility.

Projects

- **Mobile App Redesign:** Led a complete redesign of a popular mobile application's UI/UX, focusing on improving navigation, streamlining workflows, and enhancing visual appeal. Utilized Figma to create interactive prototypes that were tested with target

users.

- **Website Wireframes:** Developed wireframes for a new company website, outlining the information architecture, content hierarchy, and user flows. Focused on creating a clear and intuitive experience for visitors.