

# Yuvraj Singh Rana

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## PROFESSIONAL EXPERIENCE

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### UI/UX Designer ( Intern )

June 2023 - December 2023.

Anaxee Digital Runners Private Limited | Indore, India

- Led the redesign of the company's mobile app and website, resulting in a 20% increase in user satisfaction and a 15% boost in user engagement.
- Conducted comprehensive user research, including interviews and surveys, to identify pain points and preferences, which informed the redesign process.
- Implemented user feedback loops and usability testing, resulting in a 25% reduction in user-reported issues.

### UI/UX Designer ( Full time )

January 2023 - June 2023

Gruby India Private Limited | Remote

- Spearheaded the development of a new user interface for the company's e-commerce platform, resulting in a 30% increase in user conversions.
- Collaborated with cross-functional teams, including developers and product managers, to ensure seamless integration of design elements.
- Conducted A/B testing and data analysis to optimize user flows, leading to a 20% improvement in overall user experience metrics.

## SKILLS

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**Programming Languages:** Java, MATLAB

**Web Development:** HTML, CSS, JavaScript, React

**Database:** MySQL

**Tools and Frameworks:** Figma UI, Git/GitHub, Firebase, Vercel

**UI UX Designing:** Figma, ADOBE XD, Photoshop, Illustrator

## PROJECTS

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### Tic Tac Toe Game - HTML, CSS, JavaScript (Web Development)

- Developed a responsive 3x3 grid game with player tracking and winning pattern detection.
- Implemented reset functionality for a new game experience.

### BlackJack Game - HTML, CSS, JavaScript (Web Development)

- Designed interactive elements and user authentication features.
- Ensured responsiveness for various screen sizes.

### Random Color Generator - HTML, CSS, JavaScript (Web Development)

- Created a user-friendly tool for generating random colors with corresponding hex codes.

## EDUCATION

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**MediCaps University, Indore** — B.Tech in Electronics and Communication Engineering

2020-2024

**Christ The King College, Jhansi**

2008-2020