

Prajakta N  
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Philadelphia, PA  
UX/UI Engineer/Designer

- [UI/UX Design](#)
- [Web Development](#)

Dynamic Engineer with certificates in Front End Development and UI/UX Design in addition to master's degree in Web Design. Passionate about integrating comprehensive experience and innovation with design to deliver unique UI/UX, web design, and animation solutions to diverse clients. Track record for fulfilling client and organizational objectives according to design briefs and on deadline. Collaborative, solutions-oriented professional capable of working efficiently remotely.

### Areas of Expertise

User Research	Personas	Usability testing
Task Analysis	Wireframing	AB Testing
User Flow	Prototyping	UI Animation
Project Management	Web Design	Storyboarding

### Skills

Tools	Web Technologies	OS & Tools
Sketch, Figma, Adobe XD, InVision, Adobe Creative Suite (Photoshop, Illustrator)	JavaScript, HTML5, CSS3, jQuery, JSON, Bootstrap, PHP, React JS, Web flow, WordPress, XHTML	MacOS, Android, Git, Agile (Scrum), Jira

### Professional Summary

- Strong fundamentals in website and mobile application development.
- Knowledge of the UML, SDLC (Software Development Life Cycle) and Agile methodology.
- Strong knowledge and experience in Motion Graphics Animation and UI Animation.
- Monitor and have knowledge of wider industry UX trends and relevant technology trends.
- Expertise in information architecture and user-centric design principles.

- Create user-centered designs by understanding business requirements, the voice of the customer, user journeys, customer feedback, and usability findings.
- Quickly and iteratively create user flows, high-fidelity wireframes, prototypes, mockups.
- Strong knowledge of Product, Medical or Automotive domain Experience.
- Strong understanding and experience on front-end technologies, languages and react, typescript with React / Redux and JavaScript frameworks.
- Familiarity with front-end technologies ( XHTML, HTML, CSS, JavaScript) and software development principles with a strong understanding of responsive web design.
- A solid grasp of user-centered design (UCD), planning and conducting user research, user testing, A/B testing, rapid prototyping, heuristic analysis, usability, and accessibility concerns.
- A passion for solving problems and providing workable solutions, flexible to learn new technology skills to meet the business needs.

## Professional Experience

Byppo, Florida, USA  
Sr UI/UX Designer

Jan 2019 - Present

### Responsibilities:

- Working with CEO and company manager, understand their business requirements, and translate them into visual designs.
- Applying key principles of design thinking for Byppo website and app.
- Created animated logo using photoshop and aftereffects for landing page and illustrated design ideas using storyboards, process flows, and sitemaps .
- Developed detailed wireframes, user journey maps, and UI specifications to clearly communicate user stories and functional requirements for their app and website.
- Created high fidelity wireframes and converted into prototypes using inversion.
- Working with product developer to execute designs into code and providing timely high-fidelity prototypes.
- Worked independently to develop user flow and worked collaboratively with team members to develop task analysis.
- Collaborating with and lead research-focused conversations with stakeholders, including experience design team members, product managers, engineers, and businesspeople, to identify and prioritize opportunities.
- Evangelizing the voice of the customer through your participation in strategic design research, usability studies, workshops, and online experiments (A/B testing).

- Work collaboratively inside a cross-functional team, effectively integrating UI design expertise inside an agile service development environment.
- Execute design stages from concept to hand-off of final files for digital development.
- Reviewed application requirements and interface designs to ensure compatibility with existing application.
- Created professional mockups using photoshop and sketch for brand purpose.

**Environment: Figma, Web flow, Sketch, InVision, HTML, CSS, Javascript**

**BugendaiTech, Atlanta, USA**

**UI/UX Designer**

**Sep 2016 - Dec 2018**

**Responsibilities:**

- Collaborated with product management and engineering teams to define and implement innovative solutions for apps as well as websites.
- Conceptualized original ideas that bring simplicity and user friendliness to complex design roadblocks.
- Conducted user research using survey or interview, it is a process of user-centered design aiming to improve the experience of users for products and services.
- Worked in tandem with technical experts who build the business logic, workflows, and processes that feed and consume information provided by the interfaces.
- Created design ideas using storyboards, user survey, persona, user flows, task analysis and user journey maps.
- Produced low, mid, high fidelity wireframes, prototypes, and created UI mockups which integrated customers and their business requirements.
- Prepared and presented low- fidelity wireframes with stakeholders to define requirements and site objectives.
- Provide design support during development and execution; assist with QA to ensure designs are implemented accurately and with the highest standard.
- Collaboratively work with other developers, test Engineers, and product management team.
- Designed graphic user interface elements, like menus, icons, banners, tabs and widgets.
- Adhere to current trend and style standards on typography, colors and images.
- Created interactive designs from complex web applications with User flow diagrams, site maps, and low to high fidelity wireframes.
- Conducted UX research and evaluate user feedback by interactively AB testing designs using low and high-fidelity prototypes and adjusted final layout based on it.

- Promoted to Lead UX/UI designer by designing variety apps for various companies using innovative interface ideas which contributed to their company's growth during Covid-19 pandemic.

Environment: Figma, Web flow, Sketch, InVision, Adobe XD, Photoshop

Ulta Beauty, New York, USA  
UI/UX Engineer

June 2014 - August 2016

Responsibilities:

- Participated user research, interview, and apply client feedback to design of web-based and mobile applications.
- Conducted heuristic analysis, competitive analysis, and workflow analysis.
- Created wireframes that are consistent with the client's needs.
- Actively participated in team meetings to deliver the best product possible.
- Managed to roll-out new implementations/iterations/enhancements of web-based browsers/applications while contributing to multiple projects.
- Gathered requirements from business unit leaders to incorporate into applications from a functionality and technology standpoint.
- Understood the business and role in which the applications take to operate the organization.
- Generated prototypes for established clients and prospects using sketch and invision.
- Understood and worked with engineer team on front-end technologies and React and JavaScript frameworks.
- Provided art direction to other designers and also coordinated with react development team to discuss user interface ideas and application.
- Developed the latest user facing features using React.js and built reusable components and front-end libraries for future use.
- Identified web-based user interactions and developed highly responsive user interface components via React concepts.
- Translated designs and wireframes into high-quality code and wrote application interface code via JavaScript following React.js workflow.
- Managed brand consistency throughout the design and maintained and improved the company's website by adding more features and functionality.
- Monitored and improved front-end performance and documented application changes and worked on updates.
- Managed and created responsive UI components for high-performance and scalability.

Environment: Figma, Web flow, Sketch, In Vision, React JS, JavaScript, HTML5, CSS3 and jQuery

Responsibilities:

- Mentored current UI Design students throughout the course.
- Plan and lead design thinking workshop activities.
- Lead evaluations with students of their research and design process.
- Consult students on their approaches to finding design solutions for their projects.
- Create and deliver a lecture on Industrial and Organizational Psychology.
- Organize a collaborative hackathon for UX Design, Web Development.
- Assist instructors in developing and scheduling projects and course curriculum.
- Collaborated with coding team to ensure interface aligned with design.
- Designed visual elements and customer experience interface for e-Commerce website.
- Conducted data analysis and graded content based on target audience behavior and device type.
- Mentor Students to create motion graphics, animations using tools like Photoshop and aftereffects.

**Front End Development:** Built responsive website utilizing HTML, CSS, JavaScript with Lean UX/UI approach, and published website with within eight weeks. Conducted comprehensive testing and effective debugging.

**WeSewFine:** Developed six bespoke UI/UX design apps; two of which were selected for live web development project due to appealing design. Applied filter design (i.e., circle shaped buttons) resulting in enhanced user experience while reducing user's time spent searching for clothing items across departments.

**Tiffin:** Oversaw full scope of finalizing project including devising brand guidelines, mapping, user flows, prototyping, user testing, applying final UI design, and developing desktop site. Developed low, mid, and high-fidelity wireframes. Created app by applying UI/UX elements for client; homemakers trading homecooked food.

## Education

Front End Development Certificate, 2020

UI Design Certificate, 2019

UX Fundamentals, 2018

Career Foundry

Master's degree in Web Design and Information Systems technology, 2018

Wilmington University, USA

3D Character Animation Certificate, 2016

Animation Mentor, USA

Multimedia Web Design Certificate, 2012

Academy of Art University, 2012

Fashion Design Certificate, 2002

National Institute of Fashion Technology

Bachelor's degree in Science, 2001

Fergusson College, Pune University, India