
PROFESSIONAL PROFILE

Creative and adaptable UX designer offering 3+ years of success bringing quality visuals to life while bolstering digital footprints by delivering user-centric designs, driving creative ideation, and serving as conduit between cross-functional design teams.

Clear, engaging communicator with talent for translating complex design concepts into compelling, user-focused features along with track record of success nurturing supportive workplace cultures that promote teamwork, innovation, and results.

Collaborative and dependable team player focused on leading discovering activities to define high-level user journeys, innovating fresh design solutions, and empowering mission-driven organisations to connect with users and provide best-in-class experiences.

AREAS OF EXPERTISE

- User Experience (UX) Design
- User Interface (UI) Design
- Web Design
- User Research
- Interactive Designs
- Prototyping & Wireframing
- Responsive Design
- Brand Identity
- Cross-Team Collaboration

EDUCATION & QUALIFICATIONS

M.Sc., UX Design, 2023 (*Distinction*)

University of Brighton

B.A. (Hons), Graphic Communications, 2021

University of Brighton

Foundations of UX Design

Google

Enterprise Design Thinking Practitioner

IBM

Software: Figma, Adobe XD, Photoshop, Illustrator, Canva, MS Office, After Effects, Premier Pro, Visual Code, Midjourney.

NOTABLE ACHIEVEMENTS

- Earned recognition from Design Rush for exceptional design after revamping [Sports Brighton app](#), ranking amongst best in purple app design category.
- Spearheaded project that overhauled [Surya Foods' main website](#) while concurrently building B2B/B2C apps and introducing features that sparked 15-20% revenue growth, surpassing £2M.
- Received Surya Foods' Young Achiever Award in recognition for outstanding performance, including contributions during implementation of new bulk buy feature on B2B website that facilitated 5-10% sales growth.
- Made critical contributions during highly selective university project (three-person team) to conduct usability testing of accounts receivable product that empowered senior business leaders to make well-informed, data-driven decisions.

PROFESSIONAL EXPERIENCE

Communication & UX Designer

June 2021 to Present

Surya Foods – Colchester, United Kingdom

Hold full accountability for delivering projects that improve user experience as well as external communications, ensuring interactions with company products and services are intuitive, responsive, and satisfying. Produce and edit social media content, including videos and motion-based content. Support product development project focused on creating new systems for sales operations as well as distribution.

Key Achievements:

- Architected branding strategy and design of dedicated website for [world food box initiative](#), showcasing global culinary experiences in user-centric digital platform.
- Led development of modern, [sustainability-focused webpage](#) that promoted new eco-friendly product line, despite tight deadline and robust company design standards.
- Oversaw creation of [new website and branding](#) that spotlighted Sunhee Brands new packaging which enhanced brand recognition and attracted new customers.
- Applied creativity and data while managing social media accounts which facilitated increase to 5K+ followers as well as boost to engagement metrics.

UI/UX Design Internship

May 2019 to May 2020

Abbacus Technologies – Ahmedabad, India

Leveraged design talents and meticulous attention to detail to devise wireframes and prototypes for diverse range of projects. Implemented design changes by analysing data and user feedback.

Key Achievements:

- Played key role towards driving user-centred design improvements by conducting user research and usability testing.

ADDITIONAL EXPERIENCE

Digital Design Apprenticeship

Cheddar Creative – Remote