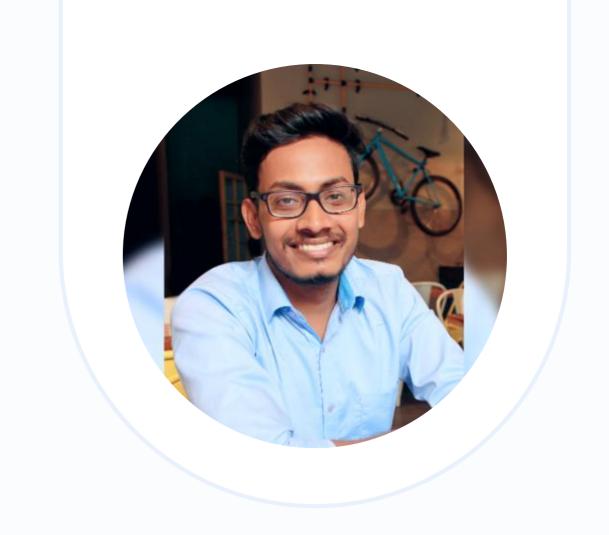


Senior Graphic & User Interface Designer @ DigitalPaani | Freelance Web Design Specialist & Logo Designer | HTML & CSS Newbie | WordPress (Divi & Elementor)



# **Experience**



## Senior Designer @ DigitalPaani

Aug 2023 - Present - 1yr 9 mos

- Currently, I'm a Senior Designer at DigitalPaani, wearing many hats! I create everything from
  marketing materials like brochures, case studies and social media graphics to user interfaces and
  design systems for their products. I collaborate with the founder, product manager, developers,
  and others to make sure my designs meet everyone's needs. I'm love creating easy-to-use apps 8
  websites and impactful visuals that help businesses succeed.
- Website redesign boosted overall traffic by 200% and achieved a stellar PageSpeed Insights SEO score of 85%. Ensured seamless user experience with 99% design consistency across all UI elements and marketing collateral.
- Skills: Product Design, Wireframes, Screen UI Designs, Design System, Design Testing, WordPress Website, Marketing Collateral, Social media graphics and Internal Graphics.



## Web User Interface Designer @ Think Little Big Design

Jul 2022 - Feb 2023 - 8 mos

- My major responsibility as a Web Designer (UI) is to design and improve user-friendly websites and
  adhere to design standards. Key roles include Influence UI/UX design, creating visuals,
  maintaining brand consistency, collaborating with web developers, prioritizing projects,
   Implementing with a team, and reporting on progress.
- Ensuring a 100% clean and consistent look across all website elements and quick delivery of home page and internal pages for feedback and approval.



#### Freelance UI Design, Identity Design & WordPress

Sep 2020 – Present – 4 yrs 7 mos

- I design websites and marketing materials (like logos & brochures) that are easy to use and look great! I facilitated by building a strong brand identity and make website user-friendly so people can find what they need quickly. I use tools like WordPress (Figma, Illustrator, Divi & Elementor) to create marketing material & websites.
- Revamped websites for clients, boosting traffic by 150-200%! People found them much faster thanks to average performance scores of 90-95%. Plus, I ensured a clean and consistent look across all website elements and marketing materials for a seamless user experience.



#### Freelance Graphic Designer

Jun 2017 - Sep 2020 – 3 yrs 4 mos

Graphic Designing | Product Packaging | Social Media Creative | Product Shoot & Edit | Logo Designing | Branding Kit | Brochure Designing | Menu Designing | WordPress (Divi & Elementor)



Associate - MIS - PMO @ Habitat for Humanity India

Apr 2016 - Mar 2017 - 1 yr



Senior Manager @ Sheel V. Bhanushali & Co.

May 2013 - Aug 2015 - 2 yrs 4 mos

## Skills

□ UI Design □ Responsive Design

Typography :: Wireframing

🔡 Design System 🧳 Graphic Design

(A) Logo Design (S) Prompting

## Tools

Figma A Illustrator Paper

#### **Interests**

□ Technology
⊙ Gaming
♬ Music

Fitness <> Coding Travel

## **Education**

MBA @ ITM

Class of 2018 | Production & Operations

M.Com @ Tolani College

Class of 2014 | Accounting & Finance

#### **Overview**

**UI UX Experience** 

2+ yr

Design Experience

8+ yr

**Overall Experience** 

11+ yr

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