DEEPAK SHARMA

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 – 12 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 & 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 – 3 yrs 9 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
- Logo Design
- Prompting
- Video Editing
- HTML & CSS

Tools

- Figma
- Illustrator
- Paper
- Discord
- Trello
- Jira
- WordPress
- Photoshop

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
7+ yr

Overall Experience
10+ yr