Priyanka Thakur

UI/UX Designer

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UI/UX Designer with 3+ years of experience and B.Tech in Computer Science. Proficient in designing intuitive user-centric interfaces, for mobile applications and websites, through a blend of creativity and technical skills. Passionate about design and up to date with the latest technologies and industry trends.

Work Experience

Snöball | Montreal, Canada   *Aug 2024 - Nov 2024*
UI/UX Design Intern
- **Redesigned** and improved the user interface for Snöball's social media **marketing dashboard**, enhancing user-friendliness in **4 weeks**
- Conducted **qualitative and quantitative analysis** to understand user perspectives and incorporated feedback into dashboard design
- Collaborated with campaign managers, CEO, and customer service teams to ensure design alignment with user needs

Newlit Technologies | Mumbai, India   *Mar 2022 - May 2023*
UI/UX Designer
- Designed Bedot **mobile app** and website from scratch including branding, wireframes, prototyping and app flow
- **Interviewed users** from 5 different age groups to understand pain-points and build user persona
- Created **design system** for Bedot application and website

Ahimsa India | Mumbai, India   *Dec 2021 - Feb 2022*
UI/UX Design Intern
- Worked with 4 clients to understand their needs and create **Brand Portfolios**
- Designed **marketing materials** including brochures, social media posts, and animations
- Collaborated with senior management and marketing team to ensure brand consistent design

Freelance Projects   *Sep 2023 - Present*

Hilio | Montreal, Canada

- Conducted user surveys to gather insights on user needs, preferences, and pain points, ensuring the platform's design aligns with user expectations for sustainable shopping

- Designed the website using no-code tools, creating intuitive user flows and an eco-friendly shopping experience that encourages sustainable lifestyle choices
- Strategically designing, planning and preparing **content calendar** in alignment with brand objectives

Finshark | Mumbai, India

- Designed sitemaps, mock-ups, wire-frames, and prototypes for financial education game
- Researched target users of the product and created user-centric designs

Other Work Experience

Productivity Planners

- Designed and launched highly functional and aesthetically appealing guided productivity planners, catering to the needs of busy professionals and students on Amazon KDP

Content Creator

- Developed high-quality visual content through photography and videography
- Ensured content remains current by monitoring and adapting to social media trends

Skills

Mobile app design, Design System, Website Design, Wireframing, Branding, Prototyping, Storyboard, Typography, Usability testing, User Experience, User Interface, Photography, Videography, Portrait Illustrations

Tools: Figma, Adobe AfterEffects, Adobe XD, Miro, Canva, Capcut, Lightroom, Procreate, Wix, Webflow, Flutterflow

Education

- North Maharashtra University - B.Tech Computer Science   *Sep 2014 - Jul 2018*

Certificates

- Google UX Design Professional Certificate *(Mar 2022)*
- Figma UI/UX Essential Training *(Sep 2021)*