

# Diksha Jangid

UI/UX DESIGNER

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## Executive Profile

Computer Science post-graduate with 3+ experience as UI/UX designer with a prolific record in analyzing and identifying user requirements to steer interface design and development.

Competent at creating user-friendly interfaces with an easily navigable design. Specialized in user-centered design, web development, wireframing, and user stories.

## Technical Skills

- User Interface Design
- Wireframing
- Responsive Design
- Prototype Design
- Visual Design
- HTML
- Storyboarding
- User-Centered Design
- Illustration
- Graphic Design
- User Flows

## Softwares

- Figma
- Adobe XD
- WebFlow
- Adobe Photoshop
- Adobe Illustrator
- Corel Draw
- InVision
- Autodesk Sketchbook

## Soft Skills

- Effective Communication
- Leadership
- Project Management
- Problem Solving
- Creative
- Critical Thinking

## Work Background

### Lead UI/UX Designer

iSourceit | March 2020 - present

- Created and maintained UI standards for 40+ websites, which included over 350 UI pages (desktop as well as responsive)
- Led and delivered websites like- Bummer, The Wishing Chair, Smugglerz, Aurus Jewels, LongWknd, Superhuman, AA-living, The Wander Ink, Romsons, Kikkoman India and many more
- Re-designed the website and decreased the bounce rate by 44%
- One to one communication with the client and delivered upto 95% client satisfaction
- Developed wireframes, user flows, process flows, story boards and site maps for website design/redesign, increased user response by 40%
- Managed upto 4 projects or tasks at a given time while under pressure to meet weekly deadlines
- Worked cross-functionally with developers to implement new features, maintain site usability and resolve bugs
- Coordinate art, UI and graphics creation for effective merchandising
- Supported new hires and interns and helped them understand the technology & business

### Creative Associate - Graphics & Art

The Upside Story | June 2019 - August 2019

- Created designs, concepts, and sample layouts, based on knowledge of layout and aesthetic design concepts
- Produced multiple website icons and collaborated with colleagues on the development and implementation of other marketing collaterals
- Prepared illustrations and rough sketches of material, discussing them with clients, and making necessary changes
- Acquired the knowledge of how brand identities are formed
- Worked on the design and layout of the weekly circulars
- Led several problem solving forums and providing ideas to clients

### Freelance Designer

- Designed the UI for an app for a brand named National Tools
- Managed and built 2 websites, created a collaborative work culture of creativity with the developers
- Created website icons and graphics optimized for all screen sizes
- Enhanced branding, designed logos, vectors and created illustrations

## Educational Background

### MBM Engineering College, Jodhpur( Raj.)

Master of Computer Applications | 2017-2020

### Lachoo Memorial College of Science and Technology, Jodhpur( Raj.)

Bachelor of Computer Applications | 2013 - 2016