



POORNA

UI/UX DESIGNER

I combine my passion for aesthetics and functionality to create interfaces that are visually appealing and user-friendly. My work is backed by data and research that help me understand user behavior and needs.

 www.aviddesigner.com

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 +91 9972774102

Experience

UI/UX Designer at Websters

Mar 2024 - August 2024 | Ontario, Canada

- Collaborated with cross-functional teams to design and prototype user interfaces for web and mobile applications.
- Assisted in wireframing, creating user flows, and building interactive prototypes using tools like Figma.
- Designed and refined visual elements following brand guidelines, ensuring consistency and functionality.
- Participated in brainstorming sessions, contributing innovative ideas for enhancing user engagement and interaction.

Digital marketing analyst at Urban Hands

August 2022 - Jan 2023 | Bangalore, India

- Implemented design principles, guidelines, standards, and best practices for the company's website
- Tested, improved, and validated the website design and functionality
- Improved customer engagement by creating consistent, meaningful content for all social media platforms
- Analyzed and reported on social media metrics, using insights to inform and optimize future campaigns

Market research analyst at Dotmappers IT

July 2018 - June 2020 | Bangalore, India

- Developed and implemented email marketing strategies to increase brand awareness and attract potential clients
- Identified the target audience, produced email lists, and created content for email marketing campaigns, ensuring the company's high standards were met
- Monitored and tracked emails, conducted market research, and conducted testing across major domains to ensure deliverability
- Collaborated with SEO and PPC specialists to produce high-performing campaigns that meet client objectives.

Skills

Design

UI/UX Design
Interaction Design
Wireframing
Rapid Prototyping
User Flow
Design Sprints
User Research
A/B Testing
User Journey Mapping
Usability Testing

Tools

Figma
Adobe Illustrator
Photoshop
Hotjar
WordPress
ClickUp

Education

SMVITM

Bachelor of computer science and engineering

2013 - 2017

Certifications

Udemy: Mobile And Web Design, User Interface + User Experience (UI/UX Design), HTML, And CSS

Udemy: Motion Design With Figma: Animations, Motion Graphics, UX/UI