

DEEPALI N

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PROFESSIONAL SUMMARY

Experienced UI/UX Designer with over 4.5 years of industry experience, specializing in designing intuitive, user-centric interfaces for web applications. Adept at leading design initiatives through collaboration with product teams, conducting user research, and creating high-fidelity wireframes, prototypes, and mockups. Passionate about optimizing user experiences across devices, from mobile to desktop, while maintaining adherence to design standards. Skilled in HTML, CSS, and prototyping tools such as Figma, with a demonstrated ability to work with development teams to ensure seamless design implementation. Seeking a challenging role at Vision33 to contribute my expertise in designing cutting-edge digital solutions.

SKILLS

- **UX Design & Research:** User research, persona creation, usability testing, and feedback incorporation
 - **Web Design & Development:** HTML, CSS, wireframing, prototyping, responsive design
 - **Tools & Technologies:** Figma, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator, XD), Angular, PrimeNG
 - **Collaboration & Mentorship:** Experience working cross-functionally with product managers, developers, and stakeholders
 - **Design Systems:** Establishing style guides, maintaining design consistency, and ensuring semantic markup
 - **Communication & Presentation:** Excellent ability to present and communicate design concepts effectively to clients and internal teams
 - **Adaptability & Problem-Solving:** Quick to adapt to new challenges, existing codebases, and evolving design systems
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EDUCATION

- **UX Design Certificate** - BrainStation, Toronto (December 2023)
 - **User Interface (Cs50)** - Harvard University, Online (December 2022)
 - **Postgraduate Diploma in Communication & Media Studies** (Digital Communications) - Centennial College, Toronto (2018)
 - **Post Graduation in Interactive Media Management (Graphic Design)** - George Brown College, Toronto (2017)
 - **Bachelor of Arts in Digital Arts** - Rachana Sansad College of Applied Arts And Crafts, Mumbai, India (2014)
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PROFESSIONAL EXPERIENCE

Freelance UI/UX Designer – Toronto, ON

March 2023 – Present

- Conducted user research through surveys, interviews, and feedback loops to develop user personas and address pain points
- Delivered wireframes and mockups that aligned with client branding and usability standards
- Collaborated with developers to ensure responsive design and smooth functionality across platforms

UI/UX Designer – Rogers Communications, Toronto, ON

April 2019 – March 2023

- Worked alongside product managers and developers to design and develop user interfaces for web and mobile applications
- Created wireframes, prototypes, and mockups using Figma, Sketch, and Adobe XD
- Performed usability testing and refined designs based on iterative feedback
- Led design reviews with cross-functional teams to ensure alignment with business goals and user needs
- Developed and maintained design systems for consistent user experience across platforms

Senior Visual Designer – Ogilvy and Mather, Mumbai, India

December 2015 – August 2016

- Contributed to the design of interactive user interfaces for client projects
- Developed wireframes and prototypes and collaborated on usability testing
- Worked with clients to gather requirements and ensure design satisfaction

Visual Designer – FoxyMoron, Mumbai, India

January 2015 – December 2015

- Designed logos, icons, and illustrations to enhance user experience

- Collaborated with teams to create visual assets and refine UI/UX strategies
- Conducted design critiques and iterations based on stakeholder feedback

Graphic Designer – TRINETRA FOCUS DIGITAL PRIVATE LIMITED, Mumbai, India
January 2014 – January 2015

- Maintained brand consistency and designed high-quality marketing materials
- Collaborated with development teams to implement design concepts and QA for design consistency

Graphic/Visual Design Intern – Interactive Avenues, Mumbai, India
January 2013 – January 2014

- Assisted in creating wireframes, mockups, and prototypes for various client projects
- Contributed to print and digital marketing campaigns and conducted competitive analysis

PORTFOLIO PASSWORD

Portfolio2023

LANGUAGES

- **English** – Full Professional Proficiency