

Neena Sindhani

SENIOR UI/UX DESIGNER | PRODUCT DESIGNER

With over 7 years of working experience in the industry, I'm a skilled UI/UX Designer, experience in creating intuitive, user-centered designs for a wide range of digital platforms. With a strong foundation in both design and user research, I specialize in crafting seamless user experiences that enhance usability, accessibility, and aesthetic appeal. My expertise spans the entire design process – from ideation and wireframing to prototyping and final implementation

WORK EXPERIENCE

Senior UI/UX Designer | Vinculum Solutions Pvt. Ltd.

MARCH 2022 - PRESENT

- Designed & lead intuitive and engaging product interfaces. Working closely with Product & Engineering teams to ensure that the product is visually appealing, user-friendly, and support the diverse needs of our users
- Implemented a unified design system to enhance cross-platform consistency, resulting in a 35% reduction in design and development time while guaranteeing brand coherence across all products.
- Directed and prototyped a new digital application, increasing active users by 50%
- Conducted user testing and research to identify customer and business needs, while facilitating product visions through wireframing and prototyping

UI/UX Designer - Consultant | Indian Council for Cultural Relations

Dec 2020 - Mar 2022

- Designed wireframes, visual designs, and prototypes to enhance user experience for website and mobile app platforms
- Managed social media accounts and ensured timely project delivery, along with executing various social media campaigns
- Partnered with copywriters to align copy and visuals for a impactful concept

Creative UI/UX Designer | New Media Guru India Pvt. Ltd.

Mar 2017 - Nov 2020

- Worked collaboratively with the UI/UX design team to enhance designs for web and mobile applications, resulting in a notable boost in user engagement.
- Developed engaging infographics for the company website, resulting in a boost in page views. Additionally, proposed and implemented a redesign of the site layout, leading to an increase in monthly visitor numbers.
- Worked together with engineering teams to implement Material Design guidelines throughout a set of corporate applications, leading to a cohesive user interface.

Graphic & Web Designer | eMavens Solutions Pvt. Ltd.

Jan 2015 - Feb 2017

- Played key role in the creation of social media visuals and infographics, as well as developing branding concepts for clients.
- Supported senior designers in creating web & mobile application
- Optimized the websites, improving page load speed and achieving an increase in average session duration by employing WebFlow and optimizing CSS/HTML.
- Developed a responsive design that is fully compatible with various devices and screen sizes, using CSS3, HTML5, and JavaScript in conjunction with the Bootstrap framework.



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SKILLS

Design Tools: Adobe Creative Suite, Sketch, Figma, Marvel, Principle

Prototyping & Wireframing: Axure RP, InVision, Balsamiq Mockups, Wireframe.cc, Lucidchart, Adobe XD

User Research & Testing: Usability Testing, A/B Testing, User Interviews, Surveys, Persona Creation, Journey Mapping, Hotjar

Frontend Languages: HTML5, CSS3, JavaScript (Basic), React.js (Basic)

Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign), CoreIDRAW

Other Tools: JIRA, Asana, Trello, Slack, Zoho, Microsoft Suite

EDUCATION

UI / UX Designing

ARENA ANIMATION | 2015 - 2016

Graphic & Web Designing

ARENA ANIMATION | 2013 - 2014

Bachelor of Commerce

UNIVERSITY OF DELHI | 2013 - 2016

OTHERS

Volunteering

Youth Initiative Workshop for NPOs

Certifications

Certified Adobe Expert