

Prateeksha Sharma

UX / Visual Designer

Personal Info

Phone

9582031754

E-mail

prateeksha6090@gmail.com

Skills

Design Tools: Adobe Illustrator, Photoshop, Figma, Adobe XD

Languages: HTML, CSS

User Research, Wireframing, User flow, Prototyping, User-Centric Design, User Interface Design, Product Design, Visual Design, Interactive Design & Content

Links

Linkedin

www.linkedin.com/in/prateeksha-sharma-b36bb31b9

Behance

<https://www.behance.net/prateeksharma20>

Clothing App

<https://www.behance.net/gallery/186594351/Clothing-app>

Hobbies

Daily journaling,

Binge-watching content on platforms like Netflix, Amazon Prime, and Hotstar.

Languages

English, Hindi

Enthusiastic and creative individual with a background in fine arts and graphic/web design, seeking a dynamic role as a UI/UX Designer. Adept at using design tools and passionate about creating intuitive and visually appealing user experiences. Eager to leverage my skills and bring a fresh perspective to the field.

Experience

C.mart

- Led the comprehensive UI/UX design for C.Mart, a dynamic clothing brand, ensuring a visually compelling and user-friendly experience.
- Prioritized user needs through user personas and journey mapping, resulting in an intuitive navigation flow and enhanced user satisfaction.
- Crafted visually appealing design elements, including color schemes typography to evoke the emotional response and strengthen brand identity.
- Developed high-quality visuals, enhancing the presentation of clothing items and optimizing the user's shopping experience.
- Created interactive prototype to visualize design concepts.
- Conducted usability testing with potential users to refine design elements, addressing pain points and optimizing the overall user journey.

Tools Used: Adobe XD, Photoshop

Art and Design Teacher - DPS

- Executed visually compelling designs for various school materials, including banners, posters, and promotional materials, ensuring consistency with the school's brand identity.
- Mentored students in honing their artistic abilities and guided them in participating in interschool art competitions, resulting in several accolades.
- Utilized Adobe Creative Suite and other design software to create digital and print materials, incorporating typography, color theory, and layout principles.

Education

Graphic and Web Design

Arena Animation

BFA- Bachelor of Fine Arts

Indra Kala Sangeet Vishwavidyalaya, Khairagarh.

MFA- Master of Fine Arts

Indra Kala Sangeet Vishwavidyalaya, Khairagarh

Courses

Google UX Design

Coursera