SHARON PRADEEP
Experience Designer

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UX Designer with 3+ years of experience delivering user-centric solutions for enterprise clients in fashion, edtech, and SaaS. I aim to create inclusive designs that make things easy for everyone.

Education

Post Graduation in Mass Communication
Pondicherry Central University   2016 - 2018

- 8.89/10 GPA
- Specialized in Visual Communication, Web Journalism, Communication Research and Video Production

Bachelor of Science in Mathematics
University of Calicut   2013 - 2016

- 3.28/4 GPA
- Formed a solid foundation in mathematical principles and statistical techniques

Certifications

Google UX Design Professional Certificate
Google Career Certificates

Visual Design: The Ultimate Guide
Interaction Design Foundation

Mobile UX Strategy: How to Build Successful Products
Interaction Design Foundation

Conducting Usability Testing
Interaction Design Foundation

User Research – Methods and Best Practices
Interaction Design Foundation

Introduction to Front-End Development
Meta

Design with Data: A Guide to A/B Testing
Interaction Design Foundation

Data-Driven Design: Quantitative Research for UX
Interaction Design Foundation

Journey Mapping
Interaction Design Foundation

Agile Methods for UX Design
Interaction Design Foundation

AI for Designers
Interaction Design Foundation

Design Systems: How to Craft Successful Components
Interaction Design Foundation

Figma UI UX Design Advanced
Udemy

Experience

User Experience Designer   May 2023 - Present
UniKwan Innovations UI/UX Design Company

- Collaborated with **Titan Company Limited** to redesign Fastrack's e-commerce platform, resulting in a 20% decrease in cart abandonment and increased product page visit by 27%.
- Contributed to the design of various **Aditya Birla Fashion** brands, including **Forever 21**, **Tasva**, **Shantanu&Nikhil**, **Jaypore** and **The Collective**
- Improved ABFRL's in-store device UI design to optimize search functionality and enhance user experience
- Gained proficiency in implementing Agile methodologies in UX design while working with ABFRL
- Worked with **Clinevo Technologies** an upcoming player in the pharmaceutical industry, to create a **comprehensive design system** and streamline complex user flows, significantly enhancing the UI of their SaaS platforms - OneQMS and Literature Review tool
- Worked with **Process9**, an AI-powered platform for multilingual translation, creating a design system from scratch for their product, ensuring functionality across their platform.

UI/UX Designer (on Contract)
Unpause Agency   March 2023 - May 2023

- Assisted the UX team in wireframing, prototyping, and designing user interfaces for web and mobile applications, using tools such as Figma and Adobe XD
- Improved skills in branding and visual design
- Worked for **Edlio,** a school CMS platform helping them design websites for schools.

Learning Experience Designer
Aifer Education   September 2021 - March 2023

- Designed and developed engaging and interactive educational content
- Took the lead in revamping the web and mobile applications the educational platform
- Delved deep into user research to understand their needs, pain points, and preferences, which paved the way for a user-centric redesign.
- Held hands-on usability testing sessions to gather user feedback, guiding iterative improvements
- As the lone designer, carried the responsibility for the entire design journey, from initial concept to final execution

Skills

Design
- UX Research
- UX Strategy
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Interface Design
- Visual Design
- Design Systems
- Data Driven Design
- Inclusive Design
- UX Writing

Software
- Figma
- Adobe Xd
- Sketch
- Adobe Creative Suite
- HTML/CSS
- Miro
- Office Tools
- Jira