



NEERAJ

PRODUCT DESIGNER

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SKILLS

TOOLS

Figma
Photoshop
Protopie
Illustrator

PROTOTYPING

HTML
CSS
Jquery
Wordpress
Bootstrap
SCSS
Webflow
Vue.js
Email Development

UX METHODS

Wireframing
Persona
Prototyping
Usability Testing
User Research

EXPERIENCE

LEAD UI/UX DESIGNER

ed2100 Pvt Ltd / Jan 2023 to Present

Worked closely with CEO and CPO for initial design for the complete product.

- Conducted research, ideation, information architecture, Wireframing, high-fidelity design, and usability testing
- Created and implemented a design system guidelines for both platforms, ensuring consistency and efficiency in design and development
- Collaborated with development team and coded initial screens for the web platform.
- Lead the small team of designers and engineers for the product development.

SR. UI/UX DESIGNER

Kapylon / May 2022 to Jan 2023

Collaborated with clients and product managers to gather requirements and drive the UX design process for mobile, tablet and web platforms

- Created and implemented a design system guidelines for all platforms, ensuring consistency and efficiency in design and development
- Collaborated with overseas teams to make sure the smooth process for the development.

UI DESIGNER

mypat.in / July 2019 to May 2022

Worked closely with product owners and fellow designers to drive the UX design process for features on web and mobile platforms. Conducted research, ideation, information architecture, wireframing, high-fidelity design, and usability testing.

- Developed complete interfaces with HTML and SCSS for Angular and React applications.

WEB DESIGNER

sociowash / April 2018 to July 2019

- Worked with various brands such as Tinder India, MTV Music Summit, and Samsung Members, leading the complete redesign and development of their websites.
- Redesigned and developed the Omaxe Real Estate website using Bootstrap, JQuery, and HTML/CSS, resulting in a 62% increase in conversion, revenue, and time on page, a 70% increase in website traffic, and a 48% decrease in bounce rate.
- Lead the small team of engineers for the Website development.

FRONT-END DEVELOPER

collegedunia / June 2017 to Sep 2017

Redesigned and developed all static pages of the website using HTML, CSS, and JavaScript, increasing page views by 28%.

UI DESIGNER / DEVELOPER

Scaledesk Web Studio / Dec 2015 to May 2017

- Worked with various brands such as Zolo , PepsiCo , and HCL, leading the complete redesign and development of their websites.
- Entirely responsible for redesign and redevelopment of scaledesk website and all of its marketing landing pages, emailers and social media posts.

OTHER EXPERIENCES

FOUNDER | EVENT DISCOVERY PLATFORM

Notiontalk / April 2018

- Solely responsible for creating, implementing, reviewing, managing, designing all screens, creating frontend, and managing Digital Ocean Server.
- 1400 + monthly active users and around 100k organic reach on a single facebook post.

CO-FOUNDER | FREE EDUCATIONAL WEBSITE

Hindistack.com / Feb 2019

- Solely responsible for creating whole platform on Wordpress, and managing Digital Ocean Server.
- 5000+ registered users & 400k+ downloads and 15k monthly active users