

Archana

UX/UI Designer & UI Developer

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 archana-portfolio.co.in

 Bangalore/India

SUMMARY

Creative and versatile designer with over two decades of experience in UX/UI design, website development, and graphic design. Expertise in delivering user-centered digital experiences for B2C and B2B projects, specializing in responsive web design, branding, and interactive user interfaces. Known for innovative solutions that enhance user satisfaction and drive business performance.

CORE SKILLS

- UX/UI Design: Wireframing, prototyping, mobile app interfaces, user testing
- Web Development: Responsive design, WordPress, Shopify, HTML5, CSS
- Graphic & Brand Design: Brand identities, marketing materials, offline/online campaigns
- Tools: Proficiency in tools like Adobe Creative Suite, Canva, or similar for creating graphics, Figma
- Creative Content: Social media videos, presentations
- E-commerce Expertise: Professionals with expertise in Amazon marketing, analytics, storefront design, A+ Content creation, and a deep understanding of Amazon's seller central and algorithms.

PROFESSIONAL EXPERIENCE

Sr. Brand and UX/UI Designer | Nov 2022 – Present
Jiva Water

Redesigned global and India-specific e-commerce websites for seamless user experience. Developed cohesive brand identity across marketing and print platforms.

Sr. Graphic Designer | Jul 2016 – Mar 2020
Artha Properties

Directed marketing campaigns, branding, and internal app development. Delivered high-quality print materials for corporate and consumer projects.

UX/UI and Graphic Designer | Feb 2016 – Jun 2016
Freelance

Designed branding and UI for EasyTaaza and On-Mobile Musico apps. Delivered responsive websites and marketing collateral.

Graphic Designer | Jul 2015 – Feb 2016
SummitPayCom Pvt. Ltd.

Created UI for Flit.in, resulting in a 30% increase in unique visitors and 8% revenue growth.

Senior UI Designer | Aug 2012 – Mar 2015
Imnica Mail Pty Ltd.

Enhanced web/UI designs with advanced features and optimized processes.

Other Roles

Freelance Designer (Nokia India) | Branding, UI elements for cross-platform apps
Consultant Designer (Neera Labs) | Website development, team mentorship
Sr. Graphic-Web Designer (Echo Business Solutions) | Logos, websites for SMEs
Graphic-Web Designer (Studio I) | Projects for Indian and US markets

KEY ACHIEVEMENTS

Notable Achievements

Successfully launched UI designs that boosted user engagement by 30% and contributed to an 8% monthly revenue increase.

Notable Clients

Delivered high-quality branding and digital solutions for global companies like Nokia India, SummitPayCom, Sahaja Yoga, Onmobile and Imnica Mail.

Recognition

Recognized for creating innovative, user-friendly designs that align with client goals and market demand.

EDUCATION

- **Bachelor in Commerce**
- **Diploma in Computer Application**

SKILLS

Adobe Creative Suite Andriod

CMS Figma Front-end

Graphic Design HTML/CSS

InDesign Mobile Apps

Photoshop Responsive

Web Design Shopify

UX/UI Wireframing

Wordpress Video Editing

Interactive Website Development

INTERESTS

I continuously upgrade my skills by staying updated with the latest design trends. When I'm not immersed in design, I dive into virtual shopping for inspiration and ideas, channel my creativity into artistic projects, or relax with a freshly brewed cup of my signature ginger tea.