# DIVYANSH SINGH

# **UI/UX Designer, Business Management**

#### **EXPERIENCE** -

**Berkshire Hathaway**, USA — UI/UX Designer MAY 2023 - OCTOBER 2024

• Utilized **Figma** for website design, collaborating with cross-functional teams on User-Focused Design Features, leading **A/B Testing** on **Hotjar** 

• Integrated Adobe Sensei AI tools for rapid prototyping & design iteration, streamlining UI/UX development with advanced technology

• Employed **Ceros** with AI to create compelling, user-centric **Illustrations**, elevating design with enhanced visual appeal & engagement strategies

- Created wireframes, navigation, animation buttons & icons for dierent mobile application projects, using **Sketch & Axure RP**
- Used **FigJam** for brainstorming, wireframing, and collaborative design, and **Jira** for agile project management to boost team productivity

Vibgyor, Delhi — UX Research

JUNE 2019 - September 2021

Conducted in-depth Competitor Analysis based on revenue, features & User Reviews; integrated Survey results into Low-Fidelity Visual Design
Deployed WordPress to attain WCAG 2.0 AA compliance, improving accessibility & inclusivity, resulting in 15% higher user engagement

Drafted pixel-perfect website, employing Motion, Interaction, & Visual Design, creating engaging & accessible digital design assets for marketing
Developed Front-end using HTML, CSS, & JavaScript, applying responsive design principles via CSS Grid & Flexbox, achieving 20% fast page loading

Crafted intuitive interface, providing design solutions via User Research,
Design Thinking, service design, Responsive Design, & Ul development

Produced High-Fidelity Prototypes & Iterative Screen Designs, integrating 2D/3D models via Adobe Creative Suite, boosting user engagement by 12%

# ACADEMIC PROJECTS

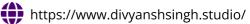
Maison Services — Jan 2024 - June 2024

Led End-to-End Product Design, focusing on visual design, Design Systems,
& micro-interactions to enhance user experience & engagement

• Implemented UI/UX design, added Interactive Animations, & executed **Product Roadmap** strategy to align with business goals & user needs

Online Educational Platform: Vibgyor — Jan 2022 - May 2022

- Managed User Research, and conducted surveys, interviews, and competitive analysis to create user personas and journey maps
- Formulated Design Strategy, collaborated on implementing user-friendly features, ensuring accessibility and real-time communication tools



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# SUMMARY

Detail-oriented UI/UX Designer with experience in creating intuitive digital experiences. Skilled in UI design, UX research, & prototyping. Seeking opportunities to apply skills & creativity to innovative projects.

#### EDUCATION -

**B.Tech in Information Tcehnology** Greater Noida Institute of Technology, Greater Noida August 2019 - May 2023 **High School** Ahlcon International School, Delhi completed in 2017

#### SKILLS -

Figma, Shopify Website Marketplace,User Interface Design, ,Interaction Design, Prototyping, Wireframing, Illustrations, Graphic Design, Visual Design, Responsive Design, Meta ads.

# TOOLS -

Figma, Adobe Photoshop, Canva, Adobe Creative Suite, InDesign, Git & GitHub, G-Suite Analytic Tools, Jira, Automation Apps, InVision, Framer, Balsamiq, Uxpin, Zeplin, Sketch, Axure, Miro, Spline, FigJam, Conuence, Ceros, Hotjar, InDesign, After Eect), Material UI 3

#### **FRONT-END**

HTML, CSS, Sass, JavaScript, ReactJS, jQuery, Media Query, Bootstrap, Git

# **CERTIFICATION** -

Internshala UI/UX Design Certificate Graphic designer certificate Collegetips.in