

DIVYANSH SINGH

UI/UX Designer, Business Management



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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 different 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, & UI 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

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 Technology

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 Effect, 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