Chandana C

UX/UI Designer

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EXPERIENCE

KoinBasket

Nov 2023 - Present

UX/UI Designer

- Full App Redesign & Rebranding Led a complete **UI redesign**, creating a new color, text, and icon style for consistency across the app.
- Created a design system ensuring uniformity across mobile and web apps.
- Designed smooth UI flows for mobile and desktop, leading to 30% faster task completion and 26% higher engagement with key features.
- Led a usability study program, including building screening questionnaires for recruiting users.
- Designed a landing page, increasing signup rates by 20%.
- Recently designed the website and dashboard for another app, which has successfully moved to the development stage.
- Held weekly design reviews, presenting designs to stakeholders, gathering feedback, and brainstorming solutions with the UX designer and stakeholders.
- Conducted design handoffs, leading developers through walkthroughs, explaining details with prototypes, and adding notes where necessary.

June 2023 - Nov 2023 KoinBasket

UI Design Intern

• Worked on new feature implementation for the app's previous version, improving functionality and user experience.

Jan 2024 - Present Self-Employed

Freelance UI Designer

• Collaborated with a UX designer to create the main menu UI for a CRM app, ensuring a seamless and user-friendly experience.

EDUCATION Bachelor Of Science In Biochemistry, 9.1 CGPA

2018

Mlacw Affiliated To Bangalore University, Bangalore

CERTIFICATION Google UX Design Specialization

Sept 2022 - Jan 2023

Acquired a comprehensive understanding of user experience design principles and practices.

Google Project Management

May 2023 - June 2023

Proficient in Product Management principles and methodologies, including Agile.

SKILLS Design Tools Languages English User Interviews **UX** Research Figma Miro Kannada Affinity Diagramming User Experience (UX) Design Hindi Figjam **User Flows** User Interface (UI) Design Protopie

Information Architecture Wireframing Slack Design Thinking Prototyping Interaction Design Design Handoff Design System Storyboards

Visual Design **Usability Testing**