Samruddhi Deolekar

Waterloo, On | LinkedIn | (416) 949-7769 | samruddhiideolekar@gmail.com

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An aspiring UX/UI designer with a post-graduate diploma in Interactive Media Management from Conestoga College. Skilled in user research, data-driven design, wireframes, prototypes, and usability testing. Leveraging 4+ years of experience as a Graphic Designer, my background enhances my UX/UI capabilities, allowing me to create visually appealing and user-centric designs. Looking to head start my career as a UX/UI designer.

Skills:

- **UX Skills:** User Research, Information Architecture, User flow, Persona Creation, Card Sorting, Heuristic Evaluation, Empathy Mapping, User Testing .
- **UI Skills:** Wireframing, Design System, Prototyping, Interaction Design, Visual Design, Mockup Design, HTML/CSS, Responsive Design, Accessibility Design, Website Design
- **Other:** Conceptualization and Visual Storytelling, 2D animation and motion graphics.
- **Software Proficiency:** Figma, InVision, Miro, Webflow, Maze, Adobe Creative Suite, Slack
- **Soft Skills:** Time Management, Teamwork and Collaboration, Perseverance, Problem Solving and Critical Thinking, Creativity and Innovation, Active Listening and Feedback Incorporation, Analytical Thinking and Research Skills, Attention to Details.

Experience:

Ohana
UX/UI Design Intern *(August 2024)*

- Analyzed and understood organizational goals to create efficient and user-friendly design and navigation solutions.
- Proactively conducted comprehensive market research and competitor analysis, informing strategic design decisions for client projects.
- Efficiently identified and presented multiple lifestyle web page templates, aligning with existing website aesthetics and client preferences.
- Proficiently designed high-fidelity mockups and incorporated client feedback while maintaining brand integrity.
- Effectively collaborated with clients through regular meetings, presenting design options and incorporating feedback to refine project deliverables.
- Rapidly developed initial concept ideas for client assets, demonstrating creative problem-solving and adaptability.

Mindtickle

Graphic Designer *(Apr 2021 - Nov 2023)*

- Designed wireframes and prototypes for a campaign webpage, coordinating with a web developer to ensure seamless integration, resulting in over 18k visitors and a conversion rate of 2.3%.
- Collaborated with the leadership team and key stakeholders to successfully deliver an eight-month project of designing multiple assets contributing to a unique sales pipeline resulting in 250,000+ asset downloads.
- Conceptualized and created website communication and digital campaigns, enhancing brand visibility and engagement leading to a 12% higher direct traffic.
- Independently designed visuals for site blogs to help improve SEO, resulting in a 20% increase in organic traffic.

Never Grow Up
Sr. Graphic Designer *(May 2021 - Apr 2022)*

- Successfully led a team of 3 designers, ensuring project delivery on schedule and within scope through effective task delegation and collaboration, identifying bottlenecks reducing project turnaround times by 15%.
- Led brainstorming meetings, empowering and encouraging designers to take initiatives and cultivate new ideas.
- Analyzed and reviewed projects to maintain design integrity across platforms, overseeing over 30+ digital campaigns.

Jr. Graphic Designer *(Dec 2018 - Apr 2021)*

- Managed multiple campaigns including designing, development and implementation of graphics which led to an increase in client's CTR from ~8% to 32% and followers from 73k to 250k on LinkedIn within 6 months.
- Expanded knowledge with Adobe After Effects and WIX software to create motion graphics and websites for clients leading to positive customer feedback.

Education:

PG Diploma in Interactive Media Management - Interaction Design, Conestoga College *(Jan 2024 - August 2024)*
- Lean UX, Interaction Design, UX Tools, Web and Digital Prototyping, Mobile Application Design, Visual Design.

Bachelor's in Mass Media - Advertising, Mumbai University *(Jun 2016 - May 2019)*
Diploma in Graphic Design & Digital Art, FX School *(Jan 2018 - Apr 2019)*

Certifications:

- **TCPS 2**: CORE-2022 (Course on Research Ethics)
- **Safety in the workplace**
- **How design makes us think** - LinkedIn Learning
- **Growth-Driven Design** - HubSpot Academy