Reena Rani

sainireena700@gmail.com | 07384202339 | **Portfolio Here** | **LinkedIn** | Brighton, UK

Introduction

Creative and passionate Designer with a strong foundation in user-centred design principles. Skilled in crafting intuitive and visually stunning interfaces using tools like Figma, Adobe XD, and Photoshop. Experienced in multidisciplinary design, blending aesthetics with functionality to enhance digital experiences. Enthusiastic about typography, colour schemes, and creating seamless user journeys. A collaborative team player with a positive approach to feedback, eager to contribute innovative ideas and solutions to immersive design projects.

Employment History

UI/UX Designer (Volunteer) | Better Career | Remote, UK 			August 2024–Present

- Designed wireframes, visual mockups, and engineering-ready prototypes, adhering to user-centered design practices.
- Conducted user research and developed personas to inform design decisions, aligning the Composer platform with user needs.
- Created intuitive interfaces using UCD principles, improving both productivity and user satisfaction.
- Applied accessibility standards to deliver inclusive, user-friendly designs.

Web Designer | Radar One Media Ltd | Brighton, UK 			April 2023–January 2024

- Balanced design quality with business goals, delivering user insights-driven solutions that met engineering feasibility.
- Developed high-fidelity prototypes and component libraries using Figma, supporting collaborative workflows.
- Contributed to the design system, ensuring consistency across all UI components.
- Managed multiple website projects from conception to delivery, adhering to deadlines and quality benchmarks.
- Implemented feedback and performance analysis to improve site navigation and user experience, optimizing structured sitemaps.

Web Designer | Treble-D Solutions | India 			April 2022–December 2022

- Designed and developed responsive websites that optimized performance across all devices.
- Enhanced website performance and reduced load times by 25% through optimization techniques.
- Collaborated with stakeholders to deliver user-centered solutions that improved conversion rates.

Education

MSc in User Experience Design | University of Brighton 			January 2023–May 2024

Diploma | Kalpana Chawla Govt Polytechnic for Women-India 			2011–2014

Certifications

Design Thinking: Understanding the Process / Linkedin Learning

Enterprise Design Thinking Practitioner /Issued by IBM

Accessibility for Web Design / Linkedin Learning

Skills & Tools

Skills: Problem Solving, Teamwork, Communication, User-Centred Design, Analytical Thinking, Creative Problem Solving, Time Management, Collaboration

Technical Skills: HTML, CSS, Bootstrap, Low-fidelity Prototyping, High-fidelity Prototyping, Information Architecture, Design System, Evaluation Methods, User Personas, Pixel-perfect Design, Wireframing, Website Accessibility and Security, UI/UX, User-Centered Design, Component Libraries, Design Thinking, User Research & Testing, Mobile & Web Design

Tools: Figma, Adobe Photoshop, Adobe XD, Balsamiq, Adobe Express, Canva, Google Slides, WordPress

Volunteering

Ladies That UX Brighton | Brighton, UK   November 2023–Present

UX Camp Brighton | Brighton, UK   April 2024

Brighton Marathon | Brighton, UK   April 2024