

PRAVEEN KUMAR VERMA

UI/UX DESIGNER

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Lucknow, Uttar Pradesh

SUMMARY

Creative and results-driven UI/UX Designer with over 9 years of experience crafting intuitive, responsive, and visually compelling digital experiences. Skilled at translating complex business goals into clean, user-centred designs across web and mobile platforms. Known for balancing aesthetics with functionality, ensuring seamless usability and high performance.

WORK EXPERIENCE

Front End Designer , Laitkor Consultancy Services Pvt Ltd

Feb 2021 - Present

- Collaborated with developers, project managers, and clients to gather user and stakeholder requirements for various web projects.
- Conducted user research through interviews, surveys, and data analysis to identify user behaviours, needs, and pain points.
- Designed user flows, wireframes, and interactive prototypes using tools like Figma to create responsive UI designs aligned with brand and business goals.
- Conducted usability testing and iterated on designs based on feedback, improving user satisfaction by over 50%.
- Kept up with the latest UI/UX trends, accessibility standards, and technologies to enhance project workflows and outcomes.

UI/UX Designer, Quaere e-Technology Pvt Ltd

Mar 2018 - Dec 2020

- Led end-to-end web design projects from initial concept through deployment, delivering intuitive and visually appealing websites for diverse industry clients.
- Created wireframes, mockups, and high-fidelity prototypes to communicate design ideas effectively and user flows.
- Cooperated with front-end developers to ensure seamless integration of design elements and optimal responsiveness across devices.
- Applied UX best practices and usability principles to enhance user engagement while aligning designs with brand identity and business objectives.

Software Engineer, The Retail Insights

May 2016 - Dec 2017

- Designed custom website layouts, graphics, and interactive UI components matched with specific client goals and industry standards.
- Worked closely with clients to understand their brand identity and translated it into consistent, engaging, and visually appealing designs.
- Developed responsive user interfaces optimized for performance across devices, improving accessibility and user experience.
- Worked with developers and stakeholders to ensure seamless handoff from design to development and maintain visual consistency.

Software Engineer, Nexify Technosoft

Oct 2015 - Apr 2016

- Partnered with cross-functional teams—including SEO specialists and developers—to understand client goals and design user-centric web solutions.
 - Created wireframes and visual mockups that coordinated with user needs and SEO best practices for higher engagement and search visibility.
 - Developed and implemented responsive designs using HTML, CSS, JavaScript, and front-end frameworks to ensure seamless device performance.
 - Conducted design QA and browser testing to maintain consistency, accessibility, and optimal user experience across platforms.
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SKILLS

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| • User Interface (UI) Design | • User Experience (UX) Design | • Wireframing and Prototyping |
| • Figma | • Interaction Design | • Information Architecture |
| • Usability Testing | • User Research | • UI Development |
| • HTML/CSS | • React.js (Front End) | • Next.js (Front End) |
| • Bootstrap | • Materialize | • Material UI |
| • Project Management | • Strong attention to detail | • Research and Planning |
| • Adaptable and quick learner | • Self Starter | • Self Motivated |
| • Proactive problem-solver | • Empathetic and user-focused | • Decision making ability |
| • Collaborative and team-oriented | • Collaboration and Communication | • Responsive UI Design |
| • Mobile Friendly UI Design | | |
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EDUCATION

B.Tech in Computer Science and Engineering

DR. A. P. J. Abdul Kalam Technical University, Lucknow

LANGUAGE

- **English** - Conversational
 - **Hindi** - Native
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PERSONAL DETAILS

- **Date of Birth** : 10/12/1993
- **Marital Status** : Married
- **Gender** : Male
- **Religion** : Hindu