

KARANVEER SHELLY

UI/UX Designer

DETAILS

PHONE

+919041203530

EMAIL

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LINKS

[Dribbble](#)

[Linkedin](#)

[Website](#)

SKILLS

Figma

Adobe Creative Suite

Canva

Sketch

HTML & CSS

Prototyping and Wireframing

Visual and Interaction design

UX Research

PROFILE

I'm a UI / UX Designer, design thinker, product designer, experience strategist, generative artist & human-loving introvert. A designer with a background in enterprise applications, financial services, and global consumer sites. Love to help simplify the complex, work on big problems, and collaborate with tightly-knit teams. Gravitates toward products that solve important problems. As a designer, I believe in recognition, transparency, and iterative learning.

EMPLOYMENT HISTORY

UI / UX Designer, Freelance / Contractor

Remote

Jan 2022 — Present

Created high-quality, responsive designs that met all design and brand guidelines

Improved usability through user testing, feedback, and research, incorporating findings into future designs.

Designed and shipped impact products as part of the client's design team by focusing on user research, user testing, and iterative design.

Collaborated with the product, engineering, growth, marketing, and sales to ship multiple projects across renter and landlord products on desktop, mobile web, iOS, and Android, as well as marketing and internal needs.

Designed new features, and improved usability, with a focus on accessibility and consistency.

Jr. UI / UX Designer, Freelance / Contractor

Remote

Mar 2020 — Jan 2022

Gathered and evaluated user requirements, in collaboration with product managers and engineers

Illustrated design ideas using storyboards, process flows, and sitemaps
Designed graphic user interface elements, like menus, tabs, and widgets

Created a wireframe for each new feature, and tested the wireframe with users, gaining a deeper understanding of user behavior and user experience, in collaboration with product managers and engineers

Digital Marketing Executive, Dizmetriq Solutions

Chandigarh

Jul 2019 — Jul 2020

Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)

Launch optimized online adverts through Google Ad words, Facebook etc. to increase company and brand awareness

Be actively involved in SEO efforts (keyword, image optimization etc.)

Provide creative ideas for content marketing and update the website

Measure the performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, Web Trends etc.)

Digital Marketing Intern, Joatu

Remote

Feb 2019 — Jul 2019

Planned and manage social media platforms.

Maintained social media presence across all digital channels

Planned digital marketing campaigns, including web, SEO / SEM, email and social media.

Made content for the website and social networking accounts such as Facebook and Twitter

EDUCATION

B.com, Punjabi University Patiala

Patiāla

Mar 2013 — Mar 2016

COURSES

Complete Web & Mobile Designer, Udemy

Graphic Design masterclass, Udemy

Graphic Design Specialization, Coursera

Interaction Design, Coursera