

Sneha Rana

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Professional Summary

Creative professional with a total of 4+ years of experience with about 1.5 years of experience in UI/UX developing innovative, approachable user experience frameworks & products that are meaningful .

- Experience in UX, researching, testing, studying, analyzing and implementing best practices to web and mobile projects
- Experience in creating low to high fidelity prototypes (paper sketches, Figma, Adobe XD), wireframes, user flow diagrams
- Experience in creating design system for creating standard and reusable components and styles to remove redundancy and to improve visual consistency
- Experience creating sketches and wireframes for different web and mobile products using different tools on paper and tools like Figma
- Experience in translating the UX requirements into wireframes, mock-ups, prototypes and create task and user flows
- Experience in using standard UX software such as Optimal Workshop and User testing process flows
- Effective team player with excellent problem-solving abilities, a willing and quick learner with strong technical and communication skills. Self-starter, proactive, possesses good communication skills
- Accomplished Fashion Stylist with 3+ years of experience in the fashion industry with a keen eye for fashion.

Technical Skills

Tools :

Figma, Adobe XD

UX Design :

Wireframing, Low and High Fidelity Prototyping, User Testing , Personas, User Interface Design, Journey

Mapping, Storyboarding, Responsive Web Design,
Accessibility Visual Design

UX Research : Competitive analysis, User interviews, Surveys, Card
Sorting, Usability testing, Contextual Inquiry

Education

UI/UX Design from DesignLab

Bachelor of Business Management, India

Fashion Institute of Technology, New York

Professional Experience

4/2021 - Till Date

UX/UI Designer

UX Services LLC, Jersey City, NJ

My role as a UI/UX designer was to document the entire information architecture, document the task flow, wireframes and create high and low level design iterations for a small orthopedic saw and drill device for a large medical conglomerate. The project was unique because the hardware/device was built from the ground up and we had to keep in mind the hardware and the UI placements and their interactions.

- Created low and hi-fidelity wireframes for the devices keeping both software and hardware interfaces in mind
- Came up with some creative UX solutions to link the hardwares and the software to display the placement and the integration
- Created information architecture, task flows for different areas of the application
- Created reusable design system to build the information architecture and the task flows to be used in other parts of the firm
- Created persona's for different types of users involved in the flow such as doctors, operators, nurses and the patient

02/2022 - 04/2022

UX/UI Designer

Design lab

My role as a UI/UX designer was to research, document the entire information architecture, document the task flow and create high and low level design iterations for the project. The project was challenging because it involved a lot of brainstorming on how to make the application kid friendly and safe for them without revealing their privacy.

- Conducted interviews and competitive analysis during research
- Created persona and user flow based on interviews
- Created style guide, low fidelity and hi fidelity prototype along with user flows
- Solved many of the privacy concern raised during the user interviews
- Made the integration easier as it was a multi device application

11/2021 - 01/2022

UX/UI Designer

Design lab

This was an enhancement to an existing application for Coach USA where I had to adopt the existing design language and enhance them for the new feature . My role as a UI/UX designer was to research and clearly identify the problem and come up with a solution which should look like a natural extension of the product

- Conducted interviews and clearly defined the problem scope
- Created low fidelity and Hi fidelity prototype along with user flows and created multiple iterations keeping in mind the established heuristics.
- Solved the problem ensuring that the new feature does not affect any of the existing user behavior and the looked like a natural extension of the product

08/2018 - 01/2020

David's Bridal , New York

My role as a bridal stylist was to provide end to end consulting for the brides from their initial consultation to the dress delivery and fit recommendations based on the bride's preferences

- Provided consultation on bridal needs for personalizing dresses and customization to match client's style
- Managed bride's expectations with open consultations and frequent communication.
- Curated and prepared apparel and accessories for all bridal occasions

01/2017 - 07/2018

Various Shows & Events, New York

During my styling career I worked for various styling events including some prominent ones such as Model Moms . I also conducted many professional styling photo shoots where I had to coordinate with the dress designer, photographer, model, hair and makeup artists as well as the studios.

- Stylist - Model Moms (TV show starring Yolanda Hadid) showcasing Georgine's collection
- Stylist - JLM Couture, New York featuring Hailey Paige , Lazaro , Melissa Sweet
- Stylist - Macy's Thanksgiving Parade
- Worked with many independent stylist and models for different photo shoots and events