Sneha Rana

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Professional Summary

Creative professional with 5+ years of experience with about 2.5 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 for web and mobile projects
- Experience in creating low to high-fidelity prototypes (paper sketches, Figma, Adobe XD), wireframes, screen-flow diagrams,
- Experience in creating design systems for creating standard and reusable components and styles to remove redundancy and improve visual consistency
- Experience creating sketches and wireframes for different web and mobile products using different tools on paper and tools like Figma
- Create a low and high-fidelity design using Figma and Adobe XD
- Translate the UX requirements into wireframes, mock-ups, and prototypes and create task and user flows
- Experienced in 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 industry experience and 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, USA
Bachelor of Business Management, India
Fashion Institute of Technology, New York, USAs

Professional Experience

Client Onboarding and Fund Management for an investment bank

6/2022 - Till Date   *UX Services LLC, Jersey City, NJ*

I am currently working as a UI/UX designer for a large investment bank where I have to work on their new client onboarding and fund management
- Created wireframes and user flows for new client onboarding and fund management where the new client and their funds go through the approval process from various departments such as legal, sales, and FO teams
- Created high-fidelity designs along with working prototypes for each workflow scenario and user flow to be implemented by the development teams
- Created a reusable design system and prototypes using auto layouts in Figma which resulted in easier adoption by the development teams

Medical device UI design for a large pharmaceutical company

4/2021 - 06/2022   *UX Services LLC, Jersey City, NJ*

My role as a UI/UX designer was to document the entire information architecture, document the task flow, 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 hardware and the software to display the placement and the integration
- Created information architecture, and task flows for different areas of the application
- Created a reusable design system to build the information architecture and the task flows
- Created personas for different types of users involved in the flow such as doctors, operators, nurses patient

SWARM : Motivating kids to step out and play

02/2022 - 04/2022   *Design lab*

Swarm is a community app to motivate the kids to step out to play and to know where the kids are in a community

While I saw parents having these issues, I needed to deepen my understanding and discover how prevalent the issue was. I decided to conduct some research to gain more context.

- I have designed an app where the kids can see if their friends are playing outside
- To see what part of the community the kids are at without compromising their privacy
- It is a community app that helps locate kids in specific amenity areas of a community, motivating them to go out

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COACH: Integrating traveler stop on an existing bus app

Coach Is an app for integrating traveler's stop on the Coach USA app

The motivation for the whole exercise was mainly to have a peaceful commute without having to worry about missing the stop. Prior geographical knowledge of the area should be optional.

- To exactly know when a user is approaching their stop by an in-app notification so that the user can request a stop
- To exactly know where they are in their commute and how far they are from their destination

Bridal Stylist

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 the bride's expectations with open consultations and frequent communication.
- Curated and prepared apparel and accessories for all bridal occasions

Fashion Stylist

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 artist 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 - Macys's Thanksgiving Parade
- Worked with many independent stylist and models for different photo shoots and events