

Kavya Gupta

UI/UX Designer

Highly creative and user-focused UI/UX Designer with 3+ years of experience delivering engaging and intuitive digital experiences for web and mobile applications. Proven ability to conduct user research, translate user needs into effective design solutions, and lead the entire design process from ideation to implementation. Skilled in visual design, prototyping, and collaborating effectively with cross-functional teams to achieve business objectives.

Experience

Logelite Pvt. Ltd. / **UI/UX Designer**

JAN 2024 - PRESENT | LUCKNOW, INDIA

- Led the UX design process for 3 key projects: 7Search PPC website, Advertiser App, and Affiliate App.
- Conducted user research, including user interviews, usability testing, and A/B testing to gather insights and inform design decisions.
- Developed user personas, user flows, and information architecture to optimize user experience.
- Created wireframes, prototypes, and high-fidelity mockups using Figma.
- Collaborated with developers to ensure successful implementation and product launch.
- Visual Design: Designed logos, social media graphics, client advertisements, presentations, blog thumbnails, banners, and posters.
- Achievement:** Increased website dwell time by 725% through a complete website redesign, boosting the average time spent from 48sec to 6min 36 sec.

Aroxbit / **UI/UX Designer**

NOV 2021 - DEC 2023 | LUCKNOW, INDIA

- Designed user-friendly interfaces for mobile apps & websites across diverse industries, collaborating with product teams to enhance user experience for 10+ clients.
- Collaborated with product teams to translate user needs into effective design solutions.

DravyBrands / **Senior Graphic Designer**

INTERNSHIP | MAY 2023 - JULY 2023 | DELHI, INDIA

- Designed visual assets, including social media graphics, presentations, and marketing collateral.
- Managed and mentored a team of 3 junior graphic designers.
- Developed and maintained brand guidelines for consistent visual communication.

- [My Portfolio](#)
- [Linkedin Profile](#)
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Tools

Figma
Adobe XD
Affinity Designer
Adobe Illustrator
Adobe Photoshop

UX Methods

User Research
User Testing
Usability Testing
Persona Development
Journey Mapping
Affinity Mapping
Prototyping
Wire Framing
Information Architecture
Interaction Design

Visual Design

UI Design
Responsive Design
Mobile-First Design
Typography
Design Guidelines
Branding
Strong Sense for Aesthetics

Technical Skills

HTML & CSS (Basics)

Education

Bachelor of Design (2024),
National Institute of Fashion
Technology

Recent Projects

