



SHREYA PAL

USER EXPERIENCE DESIGNER

Portfolio : <https://www.behance.net/shreyapal7>

CONTACT

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EMAIL

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EDUCATION

Masters Union School of
Business - One Thing Design
Ux Design Bootcamp (2023)

National Institute of Fashion
Technology - PATNA (2015-19)
B. Des, Product Design
GPA - 7.9

SKILLS

DESIGN

Interface Design
Experience Design
Storyboarding
Competitive Analysis
User Flow, Wireframing
Prototyping
Data Visualisation
Sitemapping, User Journey
Information Architecture
A/B Testing
Card Sorting, Surveys
Research Methods
User interview
Contextual Enquiries
Affinity Mapping

TOOLS

Figma, Adobe XD,
Miro, Balsamiq,
Adobe Illustrator,
Adobe Photoshop,
Solid Works,
Rhino 3d, Keyshot

INTRODUCTION

A highly motivated and dedicated professional seeking a job role in UI/UX design. With 4 years of experience in design field, I am committed to delivering exceptional results and contributing to the success of the organization. I possess strong user experience skills and thrive in fast-paced, challenging environments

EXPERIENCE

● *Production and Marketing Manager (UI/UX)*

KEIF ALLEY | lucknow | May 2022- current

Executing design production and marketing responsibilities as a Manager, ensuring seamless coordination and impact outcomes, developing website and mobile application (UI/UX).

● *Visual Merchandiser*

RELIANCE RETAIL | lucknow | Aug 2021- May 2022

Driving effective visual merchandising strategies as a Manager, harmonizing design aesthetics and marketing objectives for compelling brand experiences.

● *Design Developer (UI/UX) and Marketing Head*

PREQUEL INDIA | New Delhi | May 2019 - July 2021

As a Design Devp (ui/ux) and Marketing Head, spearheading the fusion of innovative design concepts and strategic marketing initiatives for elevated brand growth and customer engagement.

INTERNSHIPS

● *Visual Merchandiser*

PANTALOONS | Gurugram | May 2016- July 2016

● *Junior Designer*

ADDIDAS | New Delhi | May 2017- July 2017

● *UI/UX Designer*

MYNTRA | Bangalore | May 2018- July 2018

● *Junior Designer*

ZARA | Hyderabad | Dec 2018- May 2019