Vasundhara Dubey

UX & UI Designer

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in www.linkedin.com/in/vasundhara14   📍 Noida, U.P

PROFESSIONAL SUMMARY

Innovative UX and UI Designer and gold medalist, graduated in 2023 as the batch topper from DIT University. I've worked on enhancing user satisfaction across 10+ digital products, transforming "Maybe Later" into "Buy Now" moments. With a flair for spotting design trends and a passion for user psychology, I'm excited to bring my skills to impactful projects that resonate with users. **I don't just make things pretty, I make them work - beautifully.**

EXPERIENCE

UX & UI Designer

Modifyed Digital   📅 July 2023- Present   📍 Noida

- Led the design and launch of 5+ websites, achieving a 20% increase in user engagement.
- Increased conversion rates by 50% ranging between 0.8% to 1.5% to between 2.5% to 3.5% through the creation of high-impact landing pages for web and mobile, driving significant growth in user interactions.
- Conducted 30+ stakeholder interviews to align project requirements and improve turnaround times.
- Redesigned 3 mobile apps, enhancing user retention and ratings.
- Revamped UIs for 20+ websites, resulting in a 50% increase in key performance metrics.
- Redesigned and launched 1 interactive web application focused on usability.
- Performed UX audits for 30+ websites, providing actionable improvements for client pitches.
- Followed a structured design process, transitioning projects from insights to strategy across 5 key phases.
- Created landing pages that increased conversions by up to 30% for clients such as Allen Global Studies Division, eXp Realty (USA), Prakash Labels, Pure Smile Dental, VJM and Associates LLP, and Brand Transgression.

UX & UI Design Intern

Elda Health   📅 Feb 2023- May 2023   📍 Bengaluru
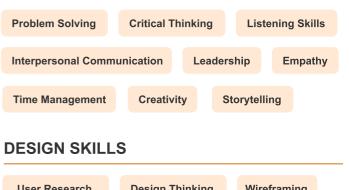
- Gathered and evaluated user requirements with the Product & Tech Team of 40 people.
- Designed user experience flows for over 100 screens, enhancing the overall usability and navigation of products.
- Worked on Elda Products (App, web app, mobile view), covering 15+ key features.
- Collaborated with internal teams and stakeholders to consistently deliver 100% work on time.
- Developed a design system from scratch, enhancing consistency across 50+ UI components.

MY PORTFOLIO

vasundharadubey.com

SOFT SKILLS

| Problem Solving | Critical Thinking | Listening Skills |

| Interpersonal Communication | Leadership | Empathy |

| Time Management | Creativity | Storytelling |

DESIGN SKILLS

| User Research | Design Thinking | Wireframing |

| User Experience Design | Usability Testing | Prototyping |

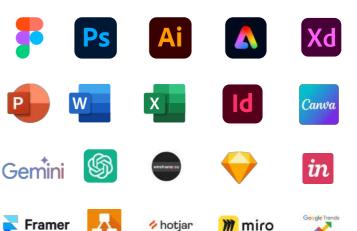| User Interface Design | Storyboarding | Googling |

DESIGN TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe Express
- Adobe Indesign
- Microsoft Office Suite
- Wireframe.cc
- Sketch
- Invision
- Framer
- Draw.io
- Canva
- Miro
- Hotjar
- Google Trends
- Gemini
- ChatGPT

EXPERIENCE

UX & UI Design Intern

Madiee Games   📅 Jan 2022- Mar 2022   📍 Tamil Nadu

- Conducted primary and secondary research for a gaming project using 5+ methods.
- Created 10+ user flows and information architecture diagrams to enhance usability.
- Performed 20 user interviews to gather insights for user-centered design.
- Collaborated with the UI Team on the game's UI, designing 15+ screens for a cohesive experience.

UX & UI Design Intern

Festiveza Technologies   📅 Oct 2021- Nov 2021   📍 Bengaluru

- Analyzed more than 30 specifications and user psychology, boosting user satisfaction.
- Developed 40 wireframes and prototypes, reducing feedback cycles.
- Created 15+ elegant UI designs, improving approval rates by 20%.
- Monitored more than 10 competitors and 10+ trends weekly, enhancing design strategies.

INTERESTS / HOBBIES

Behavioral Design

I love playing Sherlock Holmes with user behavior, decoding what makes people click "Buy Now" instead of "Maybe Later.

Design & Style Trends

Always on the lookout for the latest design trends—whether it's in 30+ pixels or 10+ fashion collections, staying chic and sleek is the game plan!

Social Media Scrolling

Call it research or doom scrolling—whether it's analyzing 50+ memes or 30+ killer UI moments, it all feeds into my design insights!

Couch Critique & Chill

Mastered 6+ hours of binge-watching while analyzing the 'Are you still watching?' UX for insights.

Sketching

Doodled my way to design greatness, generating over 100 sketches as the foundation for innovative designs.

Blogging

Blogging my way through UX trends with10+ posts—because why keep insights to myself when I can share them.

EDUCATION

DIT University, Dehradun, Uttarakhand

Bachelor of Design (Specialization in UX & UI Design)

2019-2023

9.00 CGPA

P.M.S Public School, Moradabad, U.P

High School & Intermediate, Commerce

2004- 2019

ACCOMPLISHMENTS

Gold Medal for Academic Excellence

Awarded the Gold Medal for academic excellence, graduating as the top student in Bachelors of Design program from DIT University.

Scholarship for highest GPA

A running scholarship of merit for achieving the highest grades in the batch for all 4 years.

FIND ME ONLINE

Medium
https://medium.com/@vasundharadubey

Behance
https://www.behance.net/vasundharadubey1