Navya Verma

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SKILLS

UX Design | UI Design | Prototyping | Mockups | Wireframing | Responsive Design | Visual Design | User Research | Usability Testing | Copywriting | Design Thinking | Interaction Design | Information Architecture | Figma | Adobe XD | Sketch | Adobe Illustrator | Photoshop | InDesign | Premiere Pro | InVision | Principle | HTML | CSS | Maze

WORK EXPERIENCE

Programmer Analyst   August 2022 - Present
Cognizant
Bengaluru, Karnataka

Worked with multiple clients during my tenure at Cognizant and gained industry exposure to many B2B projects requiring active UI design, refinement, and rectification. Working in a client-facing role also helped me develop essential user and research and strategy skills.

- Improved the user-conversion rate by 23%, and monthly visits by 160,000, for the primary website of a medium-scale Insurance-Broking corporation.
- Played a key role in designing an intra-organization UI library that saved over 180 hours of design as well as development time per month.
- Accelerated the design execution and bug identification, by integrating a feedback system reporting the issues directly to the development team, for the internal claims-handling application of a key conglomerate based in France.

Full-Stack Engineer (Intern)   February 2022 – July 2022
Cognizant
Bengaluru, Karnataka

Interned with CTS for 6 months in the Full-Stack domain, gaining proficiency in a wide range of technical skills. Concluded the internship with a cohort-based capstone project.

- Led my cohort to successful completion of the capstone project (an industry-grade application developed from scratch – backend, frontend, database, cloud), scoring 97% in the evaluation.
- Built end-to-end solutions for all the provided business case scenarios, using Java, Spring, JavaScript, Angular, SQL.
- Took up extra responsibility and worked on an internal project, carrying out core UX tasks such as Usability Testing, Accessibility Testing, and creating Empathy Maps and Affinity Diagrams.

Graphic Designer (Freelance)   March 2019 - December 2021
SDNA Tech
New Delhi

- Designed infographics, banners, promotions, logos and other miscellaneous artwork for various influencers, startups, and blog writers - leading to a significant increase in interest and turn-up in their campaigns, as well as better online presence and influence.
- Played a substantial role in designing and executing over 15 successful social media campaigns.

EDUCATION

Vellore Institute of Technology   *Vellore, Tamil Nadu*
Bachelor of Technology (Major in Computer Science and Engineering)   2018-2022

Amity International School   *Mayur Vihar, Delhi*
Higher Secondary (CBSE)   2016-2018

Apeejay School   *Noida, Uttar Pradesh*
Secondary School (CBSE)   2014-2016

CERTIFICATIONS

UX Design Professional Certificate   (Google)
Human Computer Interaction   (Interaction Design Foundation)
UI Design Patterns for Successful Software   (Interaction Design Foundation)
Mobile UI Design   (Interaction Design Foundation)
Digital Skills: User Experience   (Accenture)
Web Design   (University of Michigan)

PROJECTS

Responsive Movie-Booking User Flow
- Currently designing a responsive website concept for a seamless ticket-booking experience. Basing design decisions on the feedback and insights gained through a strong user research process.
- Using: Adobe XD, Illustrator, Balsamiq, Notion.

Music Discovery and Marketing Experience
- Designed an app concept to streamline music marketing from the inception to developer handover stages through meticulous research, elegant user flows and usability testing.
- User Experience and Visual Assets designed using Figma. User Testing done using Maze.

Instagram – User Interface Redesign
- Conducted informal research on the user satisfaction and usability of the Instagram app for iOS (version 204.0), active in September 2021, through interviews, surveys, and usability tests.
- Recorded feedback, gathered valuable insights, and redesigned the major elements in the app that required necessary changes to significantly improve the user experience.

SOFT SKILLS

Creative Thinking | Empathy | Problem Solver | Great Communication and Presentation | Result-Oriented | Collaboration | Teamwork | Curiosity | Active Listener | Attention to Detail | Time Management