# Divya Darpan

# Digital Product Designer and Branding Expert

### Contact Me -



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# Work Experience

Oct 2022 - Present (2 Years 8 Months & counting)

#### Senior UX-UI Designer - Cloud Services & Products



- 1. Successfully led the development and implementation of a robust design system for the cloud product "INFINITY" where fonts, colors, icons and interactions were standardized to ensure a consistent and visually appealing user interface across the application resulting in the product being device-responsive and significant improvement of user experience.
- 2. Proposed and championed the establishment of a centralized code repository assigning specific classes to each component, enabling developers to use consistent coding approaches for identical elements.
- 3. Easy access to the Design System and code repository, reduced dependencies on individual expertise and resulted in increased task execution efficiency, reduced communication errors, and faster feature delivery for the team.
- 4. Successfully navigated project challenges, such as resource changes, without impacting task execution, timelines, or work quality. Cultivated a culture of innovation and knowledge-sharing, leading to an improved team dynamic and productivity.
- 5. Mentioned above is an exceptional demonstration of project and team management capabilities which is a result of combined design and development skills, fostering cross-functional collaboration.

Nov 2021 - Oct 2022 (1 Year)

#### UX Designer - I



- 1. Created wireframes of Internal Portals for Talent Development Group depicting all sorts of Changes in Policy and Guidelines after acquisition, for Employee Management, Skill Improvement, Retention and Evaluation. Also, created a discussion room for additional queries where threads of conversation can occur using different media files.
- 2. Designed resources like eMail Templates and Newsletters which depict restructure of Branding for the Company.

Jun 2021 - Nov 2021 (6 Months)

#### UX-UI, Graphic Designer & HTML Developer



- 1. Crafted unique Brand Identities, including Logos, Company official assets, and Social Media Posts, to establish a strong and cohesive brand image for clients. Designed impactful resources, such as eMail Templates and Newsletters, to revamp the company's branding and enhance its online presence.
- 2. Created visually appealing and user-centric Web and Mobile Apps for clients in diverse domains, including e-Commerce, Social Media and Online Marketplace.
- 3. Worked as a Frontend Developer for Inhouse and Clients Lead Generation Campaigns.

Jun 2019 - May 2021 (2 Years)

# UX-UI, Graphic Designer & HTML Developer



- 1. Designed resources, such as eMail Templates and Newsletters, to revamp client's branding and enhance the online presence. Created Brand Identities which includes Logos, Company official assets, and Social Media Posts, to establish a strong and cohesive brand image for in-house & clients projects.
- 2. Crafted user-centric & visually appealing Web/Mobile Apps for customers in different domains, including e-Commerce, Social Media and Online Marketplace.
- 3. Worked as a Frontend Developer for Inhouse and Clients Lead Generation Campaigns.



# Skill Set

# **UX** Research

- 1. Current Products and Competitive Analysis
- 2. Client/Target Audience Interview and User Persona
- 3. User flow, Customer Journey Map and Storyboards
- 4. Usability Testing and Macro/Micro Conversions

# **UX** Design

- 1. Mood boards and Style scapes
- 2. Information Architecture
- 3. Low and High Fidelity Wireframes
- 4. Prototyping

# UI and Graphics Design

- 1. Color Theory, Typography & Icons
- 2. Illustrations and Microinteractions
- 3. Logo Design and Mockups
- 4. Design Systems & 3D Design

# **Project Management**

- 1. Building scope of work and deciding milestones, timelines and charges
- 2. Collaborating with available resources regarding milestone delivery and assigning roles
- 3. Running client calls and handling any issues
- 4. Training freshers regarding the skills I have

# Education

| Board/University                      | Qualification | Year | Score     |
|---------------------------------------|---------------|------|-----------|
| Biju Patnaik University of Technology | B.Tech in CSE | 2017 | 7.37 CGPA |
| CBSE - DAV Public School, Dhanbad     | 12th          | 2013 | 82%       |
| CBSE - DAV Public School, Dhanbad     | 10th          | 2011 | 8.8 CGPA  |



Tools

**Graphics Design** 























**UX-UI** Design Web Design **Animations**