Immediate Joiner

Diyalee Bhardwaj

UI UX Designer

- 📞 +91 7435998440
- ✉️ diyalee98235@gmail.com
- in LinkedIn
- 📍 Bangalore, Karnataka
- 🌐 Portfolio
- Bē Behance

Profile

" Hi, I am Diyalee, a **Senior UI UX designer** at Brandshark with a background in architecture and expertise in UI/UX design. Over the past **3 years**, I have delivered **20+ successful projects**, specializing in user-centered design and website development, combining technical and creative skills to deliver results-driven solutions through cross-functional collaboration and a focus on user experience.

Education

2021-2022

UI UX Design Course

Certified in UX Design, including expertise in User Research, Usability Testing, UI Design, and Prototyping.

2016-2021

Bachelor of Architecture

Nirma University, Ahmedabad

Skills

- User-Centered Design (UCD)
- Wireframing And Prototyping
- UI Design
- Responsive Design
- Interaction Design
- Design Systems And Guidelines
- Information Architecture (IA)
- UX Design

Design Tools

- Figma
- Photoshop
- Adobe Xd
- Indesign
- Illustrator
- MS Office

Work Experience

Senior UI UX Designer | Brandshark   Nov 2023- Present

- Managed the entire **project lifecycle**, covering UI/UX design, development, and successful launch.
- Coordinated **post-launch updates** to enhance website functionality and optimizing performance.
- Ensured **project success** through effective **client communication** and seamless team coordination.
- Collaborated with **cross-functional teams** to deliver high-quality results within **deadlines.**
- Conducted **quality assurance** checks to ensure deliverables met **design standards** and functional requirements.

UI UX Designer | Brandshark   Feb 2023- Nov 2023

- Delivered **user-centered** design solutions that met **client expectations** and business objectives.
- Outlined **project requirements**, ensuring alignment with **timelines**, resources, and deliverables.
- Worked closely with developers, **stakeholders**, and clients to synchronize project scope.
- Created **wireframes, prototypes**, and **high-fidelity** designs to effectively communicate **user flows** and concepts.

UI UX Designer | Freelancing   Nov 2022- Feb 2023

- Gained expertise in managing on-site and remote teams, optimizing processes for efficiency.
- Consulted with **diverse clients** to ensure timely project delivery and alignment with **strategic goals.**

Architect | Parekh Associates   Oct 2021- Nov 2022

- **Led multiple projects** from concept to execution, ensuring **successful delivery** across various project sizes and complexities.
- **Managed timelines,** conducted site visits, and ensured **project milestones** were met on schedule.

Projects

The Nudge

- Designed and managed The Nudge's website, ensuring **brand consistency** across all pages.
- Showcased impactful poverty-reduction initiatives, driving **user engagement** and increasing organizational visibility.

Pick Retreat

- Created a **seamless user experience** for Pick Retreat, effectively highlighting yoga retreat services.
- Prototyped and designed a **responsive website**, ensuring **cross-platform compatibility.**

Sunbreeze

- Revamped the Sunbreeze website with a polished and **professional design** to align with the **brand's identity.**
- Optimized the **user interface** to effectively showcase solar and wind energy solutions, ensuring **smooth navigation.**

Theka

- **Redesigned** and **managed** Theka Coffee's vibrant e-commerce platform, ensuring a **visually engaging** and **user-friendly interface**.
- Improved **user flow** and emphasized coffee products available online and in physical stores to boost accessibility and sales.

Betterhood

- Designed Betterhood's **interactive website** to facilitate pain diagnosis across multiple categories, including back, neck, shoulder, and knee issues.
- Reviewed and ensured the development of a **user-centric platform** that provides tailored recommendations based on user assessments, improving **engagement** and **usability.**