

Deepanshi Madaan

Location: New Delhi, NCR

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Innovative **UX/UI Strategist** and **Visual Designer**, with **4 years of profound expertise** in **crafting user-centric digital solutions** and **visual narratives**. Recognized for a **strategic approach** that **merges user research, design innovation, and visual excellence**, along with a history of **elevating user engagement and satisfaction**. Adept in **Adobe XD, Photoshop, and Figma**, into **transforming insights into captivating designs and functional applications**. Eager to apply in **comprehensive design methodology, creative problem-solving, and collaborative spirit** to **drive user experience transformations** in a dynamic new role.

EXPERIENCE

UX | UI Strategist , Visual Designer
Tata Consultancy Services

August 2019 - June 2023
New Delhi

- **User-Centric Design Excellence:** Spearheaded field research with over 400 users to inform design decisions, significantly enhancing brand presence and customer loyalty by 25%. This approach underscored commitment to user-centric methodologies, resulting in a tangible impact on brand equity and user satisfaction.
- **Innovative Prototyping and Team Collaboration:** Engineered over 40 interactive prototypes and delivered comprehensive progress reports to global stakeholders, fostering enhanced creative alignment by 40%. Collaborative efforts with cross-functional teams underscored ability to lead and innovate, producing 14 high-impact website UI/UX projects with advanced theming and CMS capabilities.
- **Strategic Design Leadership:** Cultivated a robust design process that inspired creative solutions to UX challenges, boosting customer satisfaction by 20%. Mentored a team of 10+ designers in the fundamentals of aesthetics, motion, typography, and color theory, aligning design efforts with brand strategy and elevating customer experiences.
- **Advanced Tool Proficiency and Rapid Prototyping:** Mastered the use of Figma and Adobe XD to expedite the development of interactive prototypes, achieving acclaim for meeting tight deadlines without compromising on quality. Adeptness in leveraging technology for design excellence has consistently secured stakeholder endorsement.
- **Aesthetic and Interactive Design Mastery:** Demonstrated unparalleled ability in elevating high-fidelity wireframes and developing 20 product designs that set benchmarks in aesthetic and user experience excellence. Her strategic use of interaction prototypes and style guides advanced UX flows, setting new standards in design innovation and effectiveness.

PROJECTS AND INTERSHIPS

Customer Service Representative
Mauryan's Studio

June 2020 - December 2021
New Delhi

- **Enhanced Customer Service Efficiency:** Demonstrated superior communication skills by resolving technical issues and explaining product features, leading to a 20% reduction in order fulfillment time and notably improving customer satisfaction.
- **Sales Growth through Strategic Engagement:** Successfully identified upsell and cross-sell opportunities, contributing to a 15% increase in monthly sales revenue, and was recognized as a top-performing customer service representative due to consistently exceeding performance targets.
- **Team Leadership and Training:** Conducted product training for new hires, significantly improving their product knowledge and customer service skills, and played a key role in cross-functional collaborations to ensure the swift resolution of escalated customer issues, promoting customer retention.

Web and Graphic Designer
Digicots Interactive Pvt Ltd

May 2018 - July 2018
New Delhi

- **Web and Graphic Design Mastery:** Created user-friendly and visually appealing website designs that enhanced website traffic and engagement by 20%, and developed custom graphic designs, including logos and branding materials, that improved clients' brand recognition by 15%.
- **Responsive Design and SEO Implementation:** Applied responsive design techniques and SEO best practices to optimize websites for various devices and search rankings, resulting in a 25% improvement in user experience and a 10% increase in organic search visibility.
- **Project Management and Client Collaboration:** Managed multiple design projects simultaneously with a focus on meeting project objectives and deadlines, participated in client meetings to communicate design concepts effectively, and stayed updated with the latest design trends to deliver cutting-edge solutions.

SKILLS

Technical Skills : Adobe XD, Photoshop, Indesign, Illustrator, Sketch, Figma, Invision

Design Essentials: Typography, Visuals, Wireframing

UX Research : Journey Mapping, Usability Testing, User Empathy

Management and Strategy: Crisis Management, Prototype Development, Strategy Development, Product Delivery, Effective Oratory, Detail Orientation.

EDUCATION

Bachelors of Fine Arts,(Applied Arts)

Amity University

Noida, U.P.

Jul 2015 - Jul 2019

Senior Secondary

Prince Public School

Rohini, New Delhi

Apr 2013 - Apr 2014

Matriculation

Gateway International School

Sonapat, Haryana

Apr 2011 - Apr 2012

ACHIEVEMENTS & POSITIONS OF RESPONSIBILITY

- 10+ Certifications from Interaction Design Foundation, LinkedIn Learning
- Awarded On the spot award for effectiveness on the clock.
- Recieved TCS inhouse Certification in Workplace Communication / Cross Cultural Communication
- Completed UX Foundations from LikedIn which is for expertise in user experience design, showcasing dedication and enhancing credibility in a competitive job market.