NIESHA DEKA

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WORK EXPERIENCE

1) UX Design Intern, Absolute.ag, Gurgaon: **Jan 2024 - May 2024**
- Analyzed impact and effectiveness of in-app UI changes on customer retention; identified features of customer behavior.
- Contributed in creation of robust design system that increased consistency across all UI/UX projects resulting in a 35% increase in design efficiency and a 25% reduction in development time.
- Liaised with marketing to improve user experience across all channels, including email, mobile app, and social media advertising, leading to a 35% increase in revenue.
- Facilitated usability testing sessions with 50+ participants, using tools like Figma and UserTesting.com, leading to actionable insights that improved overall user satisfaction.

2) UI UX Design Intern, Tradais Digital, New Delhi: **June 2023 – Aug 2023**
- Designed and launched 1 apps and 2 websites tailored to client specifications, achieving client satisfaction and 70% increase in user engagement.
- Managed client relationships and project requirements for 3 projects, resulting in 10% improved client retention and 20% faster project turnaround time.
- Collaborated closely with the development and marketing teams to ensure a cohesive user experience overall platforms, contributing to a 30% increase in conversion rates.
- Integrated user feedback into design iterations, improving the product's user-friendliness and accessibility.

3) Graphic Designer,The North Eastern Chronicle, Guwahati: **Sep 2021 – Dec 2021**
- Created engaging and visually appealing graphics for news articles, social media, and the website, increasing reader engagement by 30%.
- Worked closely with journalists and editors to design infographics, charts, and illustrations that enhanced the storytelling and clarity of news content.
- Maintained all graphics and visual content adhered to the brand guidelines, contributing to a 40% boost in brand recognition and 70% reduction in design inconsistencies.

EDUCATION

Master of Design, specializing in UI/UX Design and Design Strategy   **Aug, 2024**
National Institute of Fashion Technology - New Delhi, India

Bachelor of Arts, Honors in English   **May, 2022**
Delhi University - New Delhi India

SKILLS & TOOLS

Design Tools: Figma, InVision, Adobe XD, After Effects, Illustrator, Photoshop.
Techniques: Design Thinking, Wireframing, Prototyping, User Personas, Double Diamond, Heuristic Evaluation.
UX Research: User Interviews, Usability Testing, Surveys, A/B Testing, Qualitative and Quantitative Analysis. Competitor Analysis

OTHER

Google UX Design Professional Certificate
Certificate Course in French, University of Delhi.
Volunteering work as a tutor and rescuer, Indian Council for Child Welfare.