

# DEEKSHA SINGH

## Senior UI/UX Designer

deekshasingh1098@gmail.com · +91 8989-084211 · [behance.net/deekshasingh22](https://www.behance.net/deekshasingh22) · [linkedin.com/in/deekshasingh28](https://www.linkedin.com/in/deekshasingh28)

### PROFESSIONAL SUMMARY

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Results-driven Senior UI/UX Designer with 7+ years of experience crafting intuitive, user-centric digital products across healthcare, cybersecurity, analytics, and enterprise SaaS domains. Proven ability to lead end-to-end design processes from user research and journey mapping to high-fidelity prototyping and usability testing while aligning designs with business goals. Adept at working within cross-functional Agile teams, building scalable design systems, and leveraging AI-assisted design tools to accelerate delivery. Strong track record of transforming complex data and workflows into clean, accessible, and engaging user experiences.

### CORE COMPETENCIES

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- ◆ User Research & Personas
- ◆ Wireframing & Prototyping
- ◆ Usability Testing & Heuristics
- ◆ Design Systems & Component Libraries
- ◆ Information Architecture
- ◆ Responsive & Mobile-First Design
- ◆ Agile / Scrum Collaboration
- ◆ Stakeholder Communication
- ◆ AI-Assisted Design Workflows

### PROFESSIONAL EXPERIENCE

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#### UI/UX Designer | [Blue Cloud Softech Solutions Limited](#) | Feb 2025 – Present

- Designed health analytics, cybersecurity, and intelligence dashboards that translate complex data into intuitive visual experiences, improving user comprehension and task efficiency.
- Collaborated with product managers, developers, and QA teams in Agile sprints to deliver pixel-perfect, responsive designs on schedule.
- Established reusable UI component libraries in Figma, reducing design-to-development handoff time and ensuring visual consistency across products.
- Conducted heuristic evaluations and incorporated user feedback to iteratively refine dashboard workflows, resulting in measurable improvements in usability scores.
- Partnered with business stakeholders to map user journeys and translate requirements into wireframes, interaction flows, and high-fidelity prototypes.

#### Career Break – Family Caregiver | March 2024 – January 2025

- Took a planned career break to provide dedicated, full-time care for my mother during a critical medical situation.
- Remained professionally active by exploring emerging AI-assisted design tools (Figma AI Plugins, Visily, Lovable, Base44) and staying current with UX industry trends.
- Returned to full-time employment with refreshed perspective and strengthened empathy-driven design thinking.

#### UI/UX Designer | [What The F Studios Private Limited](#) | Jan 2020 – Feb 2024

- Led end-to-end UX design for 10+ client projects across diverse industries, managing the full design lifecycle from discovery and requirements gathering through to delivery and post-launch iteration.
- Conducted user interviews, competitive analysis, and usability testing sessions to generate actionable insights that directly informed design decisions.
- Created detailed user personas, journey maps, task flows, wireframes, and high-fidelity prototypes in Figma and Adobe XD for web and mobile applications.
- Maintained consistent design quality across projects by developing reusable component libraries and contributing to cross-project design system guidelines.
- Collaborated closely with development teams to ensure accurate implementation of design specifications, conducting regular design QA reviews.

#### UI/UX Designer | [Teclive Technology Private Limited](#) | Sep 2017 – Dec 2019

- Designed responsive websites and mobile application interfaces with a focus on usability, brand alignment, and accessibility standards.
- Created social media creatives, marketing banners, and visual content that reinforced brand identity and improved audience engagement.

- Collaborated with product and marketing teams to deliver interaction design solutions that bridged user needs and business objectives.
- Developed wireframes and UI mockups for client-facing web products, ensuring timely delivery and alignment with project requirements.

## SKILLS & TOOLS

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<b>Design Tools</b>	Figma, Adobe XD, Adobe Photoshop, Canva
<b>UX Methods</b>	User Research, Interviews & Surveys, User Flows, Journey Mapping, Wireframing, Prototyping, Usability Testing, Information Architecture
<b>AI &amp; Emerging</b>	Figma AI Plugins, ChatGPT, Visily, Stitch by Google, Lovable, Base44
<b>Collaboration</b>	Slack, Microsoft Teams, Azure Boards
<b>Soft Skills</b>	Stakeholder Communication, Design Thinking, Empathy-Driven Design, Cross-functional Teamwork

## EDUCATION & CERTIFICATIONS

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**B.Tech in Computer Science** | St. Aloysius Institute of Technology, Jabalpur | *Graduated 2017*

**Google UX Design Certificate** – Foundations of UX Design | *Google Career Certificates*

## PORTFOLIO

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**Behance:** [www.behance.net/deekshasingh22](https://www.behance.net/deekshasingh22) | **LinkedIn:** [www.linkedin.com/in/deekshasingh28](https://www.linkedin.com/in/deekshasingh28)