

Rahul Kumar Shakya

UI/UX designer

Experienced UI/UX designer proficient in translating concepts into functional prototypes. Skilled in user-centered design with a focus on Figma and Canva. Seeking UI Developer role to craft compelling web applications, enhancing user experiences through captivating interfaces.

Contact

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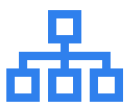
EDUCATION

Masters Of Computer Application	2019-2022
University Of Allahabad	
Bachelor of Computer Applications	2016-2019
United Institute Of Management	



WORK EXPERIENCE

Freelancer UI/UX (2022-2025)
Worked on process-driven UX improvements and collaboration strategies , ensuring seamless workflows for digital products and marketing campaigns.
Key Projects:
1. dbPOS Retail POS System – Designed and structured the UX flow for a cloud-based POS system, optimizing how retailers manage transactions and inventory.
2. RichVisionCreator – Facilitated process management between the client and social media team, improving transparency, performance tracking, and campaign effectiveness.
Key Contributions & Impact:
- Developed UX frameworks and information architecture for a POS system, ensuring smooth user navigation and task efficiency. - Created user flows and wireframes that guided developers in building a user-friendly POS experience. - Managed cross-team collaboration in RichVisionCreator, ensuring clear communication between stakeholders and aligning brand goals with marketing strategies. - Streamlined reporting and feedback loops, enabling the marketing team to make data-driven campaign optimizations. - Identified workflow bottlenecks and provided actionable insights to improve branding, audience targeting, and engagement strategies.
Key Skills:
UI/UX Strategy User Flows & Wireframing Process Management Stakeholder Collaboration UX Research
Information Architecture Digital Branding Workflow Optimization Communication & Documentation



TRAININGS & CERTIFICATIONS

- Google UX Design, Coursera,
- The Science of Well-Being, Coursera
- Soft Skill, Mahindra Pride School, Prayagraj,



SKILLS

- Personal
- Collaboration with clients and developer
 - Conducting UX research and analysis
 - Defining and ideating concepts
 - Developing low-fidelity prototypes
 - Conducting user testing to refine designs
 - Understanding specific needs and challenges of clients
 - Delivering effective solutions

- Technical
- Design tools: Figma, Adobe XD, Canva, Sketch
 - Information architecture
 - Wireframing & Prototyping
 - Design Systems
 - Programming Languages: C, C++, Python
 - HTML/CSS



ADDITIONAL EXPERIENCE & ACHIEVEMENT

- First Rank in Allahabad University Entrance PGAT Examination (in 2019)
- Selected for Wipro WILP Program (in 2019)
- Head Coordinator of Dialectic (debate competition) and Code Hunt (coding competition in 2019 Prabandhan)
- Gamestreak Winner (gaming event) in the annual fest organized by UIM Prayagraj, two years consecutively



PROJECTS

- Retail dbPOS System
 - Role : UI/UX Designer
 - Designed a cloud-based POS system from scratch, enhancing usability and accessibility for retail
- RichVisionCreator
 - Role : UI/UX Consultant & Process Manager
 - Improved Meta (Facebook) ad campaign performance by optimizing targeting, strategy, and visual assets.
- Jio Fiber App(Personal Project)
 - An android app to manage the wifi router
- Quickulator
 - Customizable Calculator for the street food vendor for faster calculation