

Jai Prakash Pal

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Professional Summary

Dedicated and results-driven UI/UX Designer with 12 years of experience in creating intuitive and user-centric digital experiences. Proficient in the entire UI/UX design process, from user research to wireframing, prototyping, and final design. Seeking a challenging position where I can leverage my expertise and creative problem-solving skills to deliver exceptional user experiences.

Skills

User Research & Analysis: User interviews, surveys, persona creation.

Design Tools: Figma, Adobe Photoshop, Illustrator, Invision.

Wireframing & Prototyping: Wireframing, interactive prototypes using tools like Figma.

UI Design: Responsive design, high-fidelity mockups, style guides.

UX Strategy: User journey mapping, information architecture, user flows.

Front-End Technologies: HTML, CSS.

Soft Skills: Collaboration, problem-solving, communication, adaptability.

Operating System: Window XP and Above.

AI Tools : chatgpt , perplexity, gemini

Professional Accomplishment

- ✓ **Standing Ovation Award July 2016** – For Creativity and Ideas.
- ✓ **Team Awesome Award July 2016** – For Best Team Player.
- ✓ **Diamond Excellence Award 2017** – For Creativity and Ideas.

Professional Experience

Sr. UI/UX Designer

3k technologies, (Bangalore)

January 2022 – Current

- Creating UI/UX design for a website for desktop and mobile with accessibility compliant that is validated on WCAG 2.2 and ADA (Americans with Disabilities Act of 1990)
- Designing wireframes, mockups, and interactive prototypes using industry-standard tools.
- Managing the UX design process for various projects, from concept to final implementation.
- Collaborating with product managers, developers, and stakeholders to deliver design solutions that met both user needs and business goals.

Sr. UI/UX Designer

YohoTravels Pvt Ltd, (Delhi)

September 2018 – December 2021

- Designed and implemented UI/UX for web and mobile applications, resulting in a sales increase of 30% in holiday packages.
- Conducted user research and usability testing to identify pain points and inform design decisions, increasing user engagement and traffic on the website.
- Created design systems and style guides to ensure consistency across products and enhancement of brand identity.

UI Lead

DB Digital (Dainik Bhaskar Group), (Noida)

December 2014–August 2018

- Designed and implemented UI/UX for web and mobile applications for various in-house digital products, also assisted in designing wireframes, mockups, and prototypes for web and mobile projects.
- Executed new design ideas, and simplified the user experience and engagement, resulting in a 40% page views growth and a 54% increase in user time spent.
- Designed data-driven UI/UX initiatives, increasing website traffic by 23% and enhancing online visibility.
- Worked closely with the development team and stakeholders to ensure accurate implementation of designs.
- Mentored and coached junior designers, and ensured project timeline, resource utilization, and project delivery.

Sr. UI/UX Designer

Source fuse Technology India Pvt. Ltd,(Noida)

January 2014 –August 2014

- Visualized and created website design, mobile app design, landing page, and high/low fidelity wireframes.

- Designed mobile app for Android and iOS platforms.
- Handled all types of designing problems for web and mobile with complete front-end solutions.
- Collaborated with developers and stakeholders to deliver design solutions that met both business goals and user needs.

UI/UX Designer

World Fashion Exchange Pvt.Ltd,(Gurugram)

June 2012 – January 2014

- Created website design, responsive design, landing page, and high/low fidelity wireframes.
- Designed mobile app for Android and iOS platforms.
- Created banners for website, apps and internal campaigns.
- Created social media marketing assets i.e. Facebook banner etc.

Portfolio

www.behance.net/jaiprakashpal

Education

Bachelor of Commerce (B.Com)

University of Delhi (Delhi)

2005

Certifications

Multimedia & Web Designing

Oxford Software Institute (2006)

Foundation in UX Design

Google (2024)

Additional Information

Language: Hindi, English

Hobbies & Interest: Listening to Music and Reading books

References: Available on Request .