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| Deepti Banerjee UX/Product Designer |  | deeptibanerjee.com  deeptibanerjee44@gmail.com  647 897 4834  Toronto, Canada | |
| Education Dec 2023  **UX Professional Design** Course Coursera, Google  2023 Jan-Aug  **Graphic Design for Print & Web**  Humber College, Toronto  2015-2019  **Bachelor of Fine Arts** M.G.K.V.P, Varanasi, India Skills **Design**  Interaction Design  User Research  User Interface  Wireframes & mockups  Usability study  Prototyping  Visual Design  Illustrations  Short Animation  Motion Graphic  **Tools**  Photoshop  Illustrator  InDesign  Figma  Wix  Webflow  Keynote  Miro  After Effects  Premiere  Microsoft Office  **Interaction**  HTML  CSS  JavaScript |  | Experience | |
|  | UX DesignerLawyer Diary App (Freelance Project) | **Dec 2023 - Jan 2024** |
|  | Crafted an intuitive app that supports legal professionals, simplifying tasks like scheduling legal dates and managing case details. By defining goals, creating user personas, and generating ideas, I developed an intuitive digital experience. Through collaboration, iteration, and usability testing, I refined high-fidelity UI designs, enhancing usability and aesthetics to meet user needs effectively.  **Tools used:** Illustrator, Photoshop, Miro, Figma | |
|  | UX DesignerFit App (Assigned Project) | **Nov 2023 – Dec 2023** |
|  | Conducted comprehensive competitive analysis and qualitative research, identified user pain points and design challenges, and translated insights into cohesive themes. Crafting wireframes and prototypes, I refined designs iteratively based on user feedback, ensuring seamless experiences across devices.  **Tools used:** Illustrator, Photoshop, Figma, Miro | |
|  | Branding & Packaging DesignER Roots (Course Project) | **Oct 2023 – Nov 2023** |
| Enhanced product appeal through strategic branding and website design, while prioritizing sustainability. My focus on functional and user-centric website design aligned with my commitment to meeting evolving customer needs while minimizing environmental impact through sustainable packaging design choices.  **Tools used:** Illustrator, Photoshop, InDesign, Figma | |
|  | **Graphic Designer**  Rosehub Edutainment Pvt. Ltd. | **Apr 2018 – Jan 2020** |
|  | Worked on Branding, Print & Digital media, Video editing, Publication Design, and Illustrations.  **Tools used:** Illustrator, Photoshop, InDesign, Premiere, After Effects | |
|  |  | CERTIFICATIONS  2024  **Webflow 101**  Webflow  2024  **Provisional RGD**  Association of Registered Graphic Design (RGD) | |