

Mukta Mahabaleshwarkar

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Citizenship: Australian

Profile Summary

Experienced UX/UI Designer skilled in user-centred design principles, proficient in Figma, Adobe Creative Suite and Canva. Adept at articulating design decisions, conducting user research and creating detailed mockups, wireframes and prototypes. Detail-oriented and goal-driven, with a strong commitment to producing functional, user-friendly designs.

Skills

User-Centred Design | Wireframing | Prototyping | Interaction Design | Visual Design | User Research | Usability Testing | Information Architecture | Collaboration | Communication | Problem-Solving | Attention to Detail | Accessibility | Empathy | Iterative Design

Experience

AUG 2018 - JUN 2024

Zee Entertainment Limited, Melbourne – Visual Designer (Freelancer)

Achievements & Key Responsibilities:

- Achieved a 30% increase in social media engagement through the implementation of visually appealing content strategies on Adobe Photoshop, including digital flyers and web banners.
- Used advanced Digital Design skills to create impactful promotional materials, including customised train ads that boosted brand visibility by 25% in multiple cities.
- Played a key role in digital display campaigns, designing ad creatives in Figma for various platforms, leading to a 20% improvement in click-through rates and overall campaign effectiveness.
- Demonstrated ability to exceed client expectations through collaborative design. Executed visually appealing content strategies, crafting digital flyers and web banners on Canva.
- Utilised Adobe Suite tools to create customised train advertisements for multiple cities.
- Managed project delivery of various graphic design assignments ensuring completion within timeline

NOV 2022 - MAR 2023

Open Pantry, Melbourne – UX/UI Designer (Internship)

Achievements & Key Responsibilities:

- Aligned user needs with business goals through collaboration with the business owner, resulting in a 25% improvement in project outcomes and user satisfaction.
- Implemented improvements identified through website analysis and user surveys, contributing to a 20% enhancement in the overall project roadmap.
- Collaborated closely with the web development team to intuitively design and optimise mobile app interfaces, prioritising accessibility. Ensured designs aligned with the organisation's mission and branding.
- Conducted research, developed personas, and created storyboards for an add-on feature.
- Designed wireframes and prototypes, progressing from paper to high-fidelity versions.
- Utilised Figma, Survey Monkey, Trello, Miro, and Slack for design and project management.

MAY 2022 - NOV 2022

Back2.Dev, Melbourne – UI Designer (Volunteer)

Achievements & Key Responsibilities:

- Achieved a 25% increase in website engagement and brand recognition by enhancing Back2.dev's online presence through visually appealing web design and a unique logo.
- Enhanced Back2.dev's online presence with a visually appealing web design and unique logo.
- Enhanced usability and user experience across digital platforms through expert User Interface Design.
- Used strong communication skills to present and justify design decisions to stakeholders and clients.

MAY 2007 - MAY 2012

JustDial Pvt Ltd, Pune – Quality Analyst (Employed)

Achievements & Key Responsibilities:

- Achieved a 30% improvement in customer satisfaction scores by consistently providing exceptional customer service, addressing inquiries, and resolving issues promptly.
- Implemented efficient phone-based engagement strategies, resulting in a 25% reduction in average call resolution time, improved customer experience, and enhanced communication with stakeholders.
- Provided exceptional customer service, addressing inquiries and resolving issues professionally and promptly.
- Utilised effective phone-based skills to efficiently engage with customers and meet their needs.
- Managed accurate customer information, conducted quality control checks, and collaborated with cross-functional teams to engage with customers and stakeholders effectively.

Software Skills

Figma | Adobe Creative Suite | Sketch | InVision | Miro | Canva | Survey Monkey | Trello | Microsoft Suite | InDesign | Slack | Microsoft PowerPoint | HTML

Education & Certifications

User Interface Design - RMIT University, Melbourne

Visual Design - General Assembly, Australia

User Experience Design - RMIT University, Melbourne

Bachelor in Fine Arts - Pune University, India

References

References to be provided upon request.