

# Prisha Singh

UI/UX Designer

Creative and results-driven UX designer with a passion for crafting intuitive and user-centric digital experiences. Leveraging a background in marketing, I bring a unique blend of analytical thinking and creative problem-solving to every project. Skilled in conducting user research, wireframing, prototyping, and usability testing to create seamless and impactful designs.

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📍 Mumbai

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## EDUCATION

### Bachelor of Management Studies - Marketing SIES College of Arts, Science and Commerce (Autonomous)

08/2020 - 04/2023

Mumbai

#### Projects

- Research paper on Study of Portfolio Management.
- Research paper on Impact of Social media on the consumer buying behavior of Gen Z.
- Created a website for a small business.  
<https://prishajsingh.wixsite.com/aura>.
- Volunteer for Logistics in the College annual Fest "Visions".

### XII - Commerce

#### B.E.S Junior College of Arts, Science and Commerce.

08/2018 - 03/2020

Mumbai

## WORK EXPERIENCE

### Campus Ambassador Viral Fission

06/2021 - 12/2022

Mumbai

#### Achievements/Tasks

- Helped achieve brand awareness of various brands such as Pepsi, Noise, Nykaa through social media platforms.

## POSITION OF RESPONSIBILITY

### International Service and PR & Marketing Director (06/2022 - 06/2023)

Rotaract Club of Bombay Mulund Valley, Mumbai.

### Social Media Coordinator (11/2020 - 06/2021)

Rotaract Club of SIES College of Arts, Science and Commerce.

## SKILLS

User Interface

User Experience

Wireframing

Prototyping

Problem solving

Attention to detail

Creativity

Critical thinking

Team player

Figma

Adobe Illustrator

Adobe Xd

Photoshop

## PERSONAL PROJECTS

### "Who makes you happy?" (03/2023)

- Written a blog on the above topic and have published it on Blogspot and Medium.

## TRAININGS

Advanced Excel

Digital Marketing

Copywriting

UI UX Design by Google

UI UX Design Workshop with Anudeep Ayyagiri

UI UX Design Course by Tutedude

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Tamil

Full Professional Proficiency

## INTERESTS

Writing

Web designing

Travelling

Music

Art