Deepa Banjara

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PERSONAL STATEMENT

I'm a user-focused **UI/UX Designer** specializing in **interaction design**, **usability research**, and r**esponsive design** for **web** and **mobile** applications. I craft digital experiences that emphasize clarity, engagement, and accessibility. I rely on **data-driven insights**—from analytics to user feedback—to refine solutions that resonate with real users. With expertise in **wireframing**, **prototyping**, and **WCAG-compliant accessibility**, I create intuitive workflows that **boost conversion and retention**. Proficient in **Figma**, **Sketch**, and **Adobe XD**, I collaborate with cross-functional teams to build scalable design systems and pixel-perfect interfaces.

EDUCATION

Bergen Community College, Paramus, NJ	**2016 – 2019**
Associate Degree in General Engineering	Phi Theta Kappa Honor Society & STEM Member

CERTIFICATIONS

Interaction Design Foundation – **Visual Design** – 2023	**Udemy** – The Complete Sketch 5 Course – 2022

SKILLS

Design Tools	Figma | Sketch | Adobe XD | HTML | CSS | JavaScript
User Experience & Research	User Research | Usability Testing | Information Architecture | UX Strategy | A/B Testing | Data-Driven Design
UI/UX Design & Interaction	Wireframing | Prototyping | User Flows | Interaction & Visual Design | UX Writing & Content Strategy
Design Systems & Accessibility	Design Systems | Component Libraries | Responsive Design | WCAG Accessibility
Processes & Methodologies	Agile UX | Iterative Design

EXPERIENCES

SPHERE Technology Solutions – UI/UX Designer	**July 2022 – February 2025**

Designed and developed responsive, user-centered SaaS dashboards, **integrating secure design patterns** and **streamlining user workflows** to **support greater overall** adoption and satisfaction.

Conducted **user research**, **journey mapping**, and **usability testing** to drive data-informed design decisions and **increase product adoption**.

Built and maintained scalable design systems to **ensure consistent user interfaces** and **accessibility (WCAG) compliance** across multiple products.

Created high-fidelity prototypes in Figma, Sketch, and Adobe XD, **simplifying stakeholder approvals** and **clarifying developer requirements**.

Partnered with developers to ensure **pixel-perfect UI** implementation, **enhancing usability** and front-end efficiency.

Identified and **resolved front-end implementation issues** by inspecting **HTML**, **CSS**, and **JavaScript**, recommending fixes to developers to ensure accurate design execution.

Led **user case studies** to analyze pain points, improve workflows, and enhance overall user experience.

Leveraged **A/B testing** and usability analysis to optimize workflows, **increasing task completion rates** and **reducing friction points**.

Designed **intuitive data visualization** dashboards and optimized table components, enhancing information accessibility and decision-making.

Led **usability testing initiatives**, translating insights into actionable design improvements, resulting in **higher user retention and satisfaction**.

Authored **technical documentation** for design systems, user workflows, and usability guidelines, improving cross-team collaboration and implementation accuracy.

The Saver Magazine – Contract UI/UX Designer	**January 2021 – July 2022**

Led **UX research and competitive analysis** to drive **data-informed design** decisions and **improve user engagement**.

Conducted **usability testing and heuristic evaluations** to identify pain points and **refine the user experience**.

Redesigned the app interface with **modern UI/UX principles**, enhancing accessibility, aesthetics, and functionality.

Created wireframes, **prototypes**, and **mockups** in Sketch to streamline stakeholder approvals and development handoff.

Developed feature requirements based on competitor analysis, aligning product enhancements with user needs and market trends.

Refined user flows and navigation to simplify interactions and ensure an intuitive experience.

Implemented **modern UI** best practices to create an **engaging**, **visually appealing design** optimized for a younger audience.

Delivered high-fidelity design assets for development, ensuring efficiency and seamless implementation.

Bergen Community College – Mathematics and Chemistry Tutor	**January 2018 – January 2020**

Provided **one-on-one** and **group tutoring** to enhance students' problem-solving skills in math and chemistry.

Developed **personalized learning strategies** to help students grasp fundamental concepts and improve academic performance.

Strengthened communication, active listening, and **empathy** through mentorship, fostering a supportive learning environment.

Assisted students with learning disabilities, adapting teaching methods to **support diverse learning** needs and improve comprehension.

Motivated students to build **confidence** and **mastery in their subjects**, leading to measurable academic improvement.

PROJECTS

Spotify Music App Redesign	I **redesigned** the Spotify app interface to **improve layout, usability**, and **visual appeal**. By creating **wireframes** and applying principles of **color theory** and **typography**, I enhanced the overall **user experience**.
Bath & Body Works App Redesign	I **designed** a **seasonal app interface** with an **intuitive workflow** that improved **navigation** and **product discovery**. The redesign aligned with **modern UI/UX best practices**, creating a more engaging and seamless shopping experience.
STEM Robotics Project	I **led a team** in **designing and building a functional robot**, strengthening my **project management** and **collaboration skills**. I **documented progress, researched solutions**, and **presented findings** to faculty, refining my **analytical and communication abilities**. Through iterative testing, I contributed to continuous design improvements.