

# Namrata Sule

## UX/UI Designer

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### SUMMARY

- Creative UX/UI Designer with 4+ years of experience delivering user-centric web and mobile interfaces that balance functionality with visual appeal.
- Specializes in creating seamless design systems, interactive prototypes, and adaptive layouts that enhance usability and align with business goals.
- Skilled in translating user needs into intuitive workflows through detailed journey mapping, A/B testing, stakeholder interviews, and continuous iteration.
- Experienced in collaborating with cross-functional teams to deliver pixel-perfect designs using Figma, Adobe XD, and interactive tools like InVision and Framer.
- Hands-on with front-end technologies like HTML, CSS, JavaScript, Vue.js, and Tailwind, bridging the gap between design and development for smooth implementation.
- Committed to accessibility-first design, ensuring compliance with WCAG and leveraging user behavior insights from analytics platforms to refine experiences.

### SKILLS

**Design Skills:** User Interface Design, Wireframes, Interaction Design, Motion Design, Visual Design, Responsive Design, Typography, Branding, Micro-Interactions, UX/UI Prototyping, Illustrations, Iconography, Storyboarding, Mobile & Web Design, Information Architecture, Visual Hierarchy, Animations, Design Systems, Accessibility Design (WCAG).

**Research Skills:** User Research, Competitive Analysis, Usability Testing, User Interviews, Empathy Mapping, Persona Development, Analytics & Metrics, Stakeholder Interviews, Heuristic Evaluation, Task Flows, Affinity Diagrams, Journey Mapping, Contextual Inquiries, UX Benchmarking.

**Technical Skills:** HTML, CSS, JavaScript, React, Angular, Vue.js, Tailwind CSS, Webflow, Shopify, Zeplin, Balsamiq, Uxpin, InVision, Framer, Miro, Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Sensei, Jira, Slack, Hotjar, Qualtrics XM, Ceros, Sketch

### EXPERIENCE

#### Kroger, USA | UX/UI Designer

Sep 2024 - Present

- Designed and launched over 20 intuitive digital products across web and mobile platforms, leveraging user behavior analytics to increase task success rates by 35% and reduce user friction by 25%.
- Developed scalable design components and visual system elements, ensuring brand consistency across 10+ applications and reducing development time by 30%.
- Directed usability testing sessions, heuristic evaluations, and accessibility audits, uncovering key friction points and driving improvements that boosted user satisfaction scores by 25%.
- Created high-fidelity prototypes and interactive mockups using tools such as Framer, Sketch, and FigJam, expediting stakeholder buy-in and enabling rapid design iterations.
- Interpreted complex requirements into clear, actionable interface designs in collaboration with engineers, aligning interface behavior with business and technical constraints.
- Advocated for mobile-first and inclusive design practices, optimizing user experiences across screen sizes while ensuring WCAG-compliant accessibility across all interfaces.

#### Mindtree, India | UX/UI Designer

Apr 2020 - Jul 2023

- Led the UX lifecycle for over 40 responsive applications, translating user needs into elegant designs using tools like InVision, Webflow, and Balsamiq to streamline interactive prototypes.
- Designed motion-rich user interfaces with interactive behaviors through tools such as Principle and Lottie, boosting prototype engagement and expediting executive approvals.
- Engaged users and stakeholders in early design phases through workshops, surveys, and empathy mapping, aligning product direction with user intent and reducing iteration cycles.
- Built and scaled design systems across 5+ enterprise platforms, developing 150+ reusable UI components and design tokens that boosted team efficiency by 40% and minimized visual inconsistencies.
- Delivered fully accessible interfaces by applying semantic HTML and ARIA attributes, achieving 100% compatibility with assistive technologies and improving usability for users with disabilities.
- Mapped end-to-end customer journeys and performed UX audits, identifying pain points and optimizing workflows that resulted in measurable gains in task completion rates.
- Proved custom icons, infographics, and branded visuals, enriching product storytelling and reinforcing visual language consistency across digital experiences.
- Joined closely with cross-disciplinary teams in Agile sprints, aligning UX goals with product roadmaps and delivering iterative design enhancements based on continuous user feedback.

### EDUCATION

#### Master of Arts in UX/UI Design and Development

Dec 2024

New York Institute of Technology, Manhattan, NY

#### Bachelor of Architecture in Architecture and Design

Jun 2014

School of Architecture, IPS Academy, Indore, India