

Saroj Pun
Product + UX/UI Designer
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Motivated and creative UX Designer with a strong background in visual design and communication. Recently graduated from the Experience Haus UX/UI Design Bootcamp and hold a Graphic Design degree from the University for the Creative Arts (UCA), Canterbury. Eager to contribute to innovative design projects and create user-centric digital experiences.

experience:

Freelance UX Design, UK

June 2023 - present

Nature Ventures - Ongoing Development of Back-to-Nature Education Website

Client Overview:

Developed a website concept for a client specializing in promoting back-to-nature education and immersive experiences to the public.

Responsibilities:

- Conducted extensive user research to understand audience preferences and behaviors in nature education.
- Designed wireframes and prototypes in Figma for intuitive navigation and engaging visual design.
- Collaborated closely with the client to align website functionalities with their mission and audience expectations.
- Incorporated multimedia elements and interactive features to enhance user engagement and educational content.
- Ensured responsive design compliance across devices for optimal usability.
- Signed NDA to facilitate backend development by developers.

Current Status:

- Ongoing project focusing on iterative design improvements based on user feedback.
- Refining user flows and interface elements to enhance overall user experience.
- Regular engagement with client stakeholders to align milestones and deliverables.

UX Consultant, Experience Haus, London, UK

Sep 2023 - Dec 2023

- **Queen Mary QIncubator Project**
 - Collaborated on a 6-week project to refine product/market fit, resulting in a new website.
 - Utilized user research and market analysis to shape strategic direction, ensuring alignment with user needs and business objectives.
- **App Redesigns (flimpi and ripple)**
 - Led end-to-end redesign of two mobile applications, improving information architecture, visual design, and content strategy.
 - Enhanced usability and engagement through iterative design processes and user feedback.

- **User Research and Design Frameworks**
 - Conducted stakeholder interviews, user research, and competitor analysis to inform design decisions.
 - Created detailed user flows, wireframes, and interactive prototypes using UX methodologies like heuristic evaluations, A/B testing, and usability testing.
- **Client Presentations and Feedback Integration**
 - Delivered formal design presentations, effectively communicating design concepts and recommendations.
 - Participated in retrospectives and usability testing to refine designs and identify areas for enhancement.

skills:

- **User Research:** Stakeholder interviews, surveys, usability testing, heuristic evaluations, A/B testing
- **Design Tools:** Adobe Creative Suite, Figma, FigJam
- **Prototyping:** Wireframes, interactive prototypes, site maps, user flows
- **Communication:** Client presentations, workshop facilitation, strategic recommendations
- **Analytical Skills:** Market analysis, competitor analysis, data interpretation
- **Project Management:** Agile methodologies, iterative design processes, feedback integration
- **Design Methodologies:** Applying User-Centered Design (UCD) and Design Thinking, Agile and Scrum frameworks for iterative product development

soft skills:

- **Communication:** Effective verbal and written communication skills, client presentations, workshop facilitation
- **Team Collaboration:** Ability to work effectively in cross-functional teams, fostering a collaborative environment
- **Problem Solving:** Strong analytical and creative thinking skills for developing innovative solutions
- **Time Management:** Prioritizing tasks, meeting deadlines, and managing time efficiently
- **Attention to Detail:** Keen eye for detail, ensuring accuracy and quality in all work
- **Adaptability:** Flexibility to adapt to changing project requirements and environments
- **Critical Thinking:** Ability to analyze complex information and make sound decisions
- **Empathy:** Understanding user needs and perspectives to create user-centered designs

education:

EXPERIENCE HAUS, London, UK
UX/UI Development Bootcamp

LE WAGON, London, UK
Coding Bootcamp

UNIVERSITY FOR THE CREATIVE ARTS, Canterbury, UK
BA (Hons) Graphic Design: Visual Communications.

portfolio:

www.sarojpun.com