

Praga Mulani

UX/UI Designer

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designbypraga.com

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As a Chicago-based UX Designer with over 3 years of experience and 10+ years in graphic design, I deliver design solutions that effectively balance user needs and business goals. Skilled in design systems, accessibility, and UI psychology, I collaborate effectively with cross-functional teams to achieve impactful outcomes. Experienced in creating AI-driven interfaces, I improve user engagement through the effective application of UX methodologies and AI integration.

SKILLS AND TOOLS

Design: User-Centered Design, Accessibility (WCAG), UX for AI, Design Systems, Prototyping, Visual Design, Interaction Design, Information Architecture, Wireframing (Low & High Fidelity), User Flows, UX Writing, User Journey Mapping, Responsive Design, Brand Identity Design, Conversion Rate Optimization (CRO), Design Thinking, UI Psychology.

Research: User Research, Interviews, Surveys, A/B Testing, Usability Testing, Secondary Research, Competitive Audits

Tools: Figma, Adobe Photoshop, Illustrator & Indesign, Framer, Webflow

Soft Skills: Critical Thinking, Communication, Stakeholder Management, Creative Problem Solving, Collaboration, Growth Mindset

EXPERIENCE

UX/UI Designer, Freelance

2023 - Present

Projects:

Veggie Fest Chicago, IL (Remote)

- Revamped the website's design, resulting in over 20,000 signups and, reducing time to find key information by 50%.
- Developed a design library in Figma, ensuring consistent UI components and facilitating a smooth design-to-development handoff with developers.
- Significantly enhanced accessibility by optimizing the design for outdoor event conditions.

Ringle Dingle AI Greeting Cards, IL (Remote)

- Redesigned the website, achieving a 70% increase in customer satisfaction scores by leveraging user research and creating interactive prototypes to inform design decisions.

- Employed AI-driven tools to streamline the design process, significantly improving efficiency and allowing for rapid iteration based on user feedback.
- Facilitated iterative usability testing sessions, gathering critical insights that directly informed design adjustments and improved overall user experience.

MyGrowthHub, IL (Remote)

- Conducted a thorough UX/UI audit, producing actionable insights that refined the user experience and addressed key usability challenges, enhancing overall site functionality.
- Collaborated in Agile sprints with cross-functional teams, aligning design strategies with business objectives to maximize project impact and value.
- Focused on critical features post-audit, employing data-driven decision-making to ensure designs met user needs while balancing innovation and practicality.

Old Soul Fashion, IL

2021 - 2023

UX/UI Designer / Graphic Designer | Contract

- Leveraged UX/UI design expertise to create a visually appealing and intuitive e-commerce platform, optimizing the customer journey and significantly enhancing user experience metrics.
- Conducted a comprehensive analysis of conversion rates, achieving a 15% increase in website functionality and operational efficiency.
- Conducted user research at pop-up stores, analyzing customer behavior to extract actionable insights that informed improvements to the online experience.

Graphic Designer | Freelance

2012 - Present

- Partnered with clients to deliver engaging mockup presentations and integrate feedback, creating compelling design solutions that align with their branding objectives.
- Designed user-centered marketing materials for diverse clients, effectively bridging business goals and user needs to drive engagement and brand loyalty.
- Collaborated with cross-functional teams to gather insights and deliver tailored solutions for clients such as Blooming Buds Children's Books and VeggieFest Chicago, enhancing overall project outcomes.

EDUCATION AND CERTIFICATIONS

Academy of Art University, San Francisco

Bachelor of Arts

CareerFoundry

UX/UI Design Certification