



Namrata Ray

Hello! I'm Namrata Ray, a UI/UX Designer with 3+ years of experience currently designing delightful human experiences at Deloitte USI in Gurugram. I believe the key to good design is finding the right balance between business goals, human needs and visual design. I aim at crafting intuitive experiences that speak for themselves.

EXPERIENCE

UI/UX Designer - Deloitte USI, Gurugram

July 2021-Present

- I worked on 6 assets for a project that elevated human experiences for government workforces and the people they serve. My work involved creating seamless user flows, designing wireframes, evaluating existing screens by conducting usability tests, identifying UX issues and proposing design recommendations that improved the end to end experience.
- I contributed to an initiative within Deloitte to create an employee FYI portal where I was the only designer. I defined the design road map, conducted user interviews to make informed design decisions, collaborated with the talent team to define their goals and determine on the information architecture, explored multiple layout concepts and created interactive prototypes to carry out usability testing. All the screens were signed off for development within a month.
- I was part of a team of four designers where I coordinated regularly with cross functional teams and other designers to work on 30+ enhancements and 2 new features. I also carried out VQA to ensure consistency across all screens and helped in design documentation that was used to onboard new members to the project.

Projects : [Herc Holdings Inc.](#) [GovConnect](#) [Self Service Portal](#)

UI/UX Designer - Freelance

April 2021- July 2021

- During the 16 weeks, I worked on 4 projects where I collaborated with founders and actively interacted with them to gather and analyse their objectives in order to integrate business goals into designs. I organised data, defined user flows, and created pixel perfect screens for mobile and web.

Project : [Shipper](#) [LogoExperts](#) [IFFH](#) [Keisok](#)

UI/UX Designer - WebileApps, Hyderabad

April 2019- April 2021

- I was a part of 12+ projects where I carried out competitive analysis, interacted with clients to gather business goals, contributed to high level UX decisions, prepared and explained wireframes and working prototypes to internal teams and key stakeholders while being an advocate for the users and collaborated with dev team to execute designs as intended across all platforms.

Projects : [KFintech](#) [Modak](#) [Fitbee](#) [OnlyMeat](#) [Tailwind \(Web\)](#) [Tailwind \(App\)](#)

EDUCATION

Bachelor of Architechute

2013-2018

BIT Mesra, Ranchi

UX Jumpstarter Course

Oct 2018-Feb 2019

ImaginXP, New Delhi

Become A UX Designer From Scratch

July 2018-Sept 2018

Interaction Design Foundation

GET IN TOUCH



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[LinkedIn](#)

PORTFOLIO

[namrataray.com](#)

[Behance](#)

[Dribbble](#)

TOOLS

Figma

Sketch

Adobe XD

Invision

Zeplin

Photoshop

SKILLS

Persona

User Research

User Flows

Storyboarding

Wireframing

Prototyping

Information Architecture

Problem Solving

Collaboration

Visual

Communication