

Meenakshi Bose

Lead Design at isango! with a total experience of 5+ years in the field of UX and UI.

I create designs that solve business problems along with the user's needs. I follow the **5 step approach of Design thinking (Empathise - Define - Ideate - Prototype - Test)** that helps me think through the interaction model and new possibilities.

When I'm not working, I spend my time writing about my [travels](#) or go on a photography spree.

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[Portfolio link](#)

Certifications

Design Thinking: The Beginners Guide by Interaction Design Foundation

User Experience: The Beginner's Guide by Interaction Design Foundation

Speciality

Web Design

Mobile Design

Interaction Design

User Research

Visual Design

Usability Testing

Skills

Adobe XD

Sketch

Figma

Invision

Photoshop

Illustrator

Dreamweaver

HTML & CSS

Work

Lead Design, isango! (Oct 2016 – Present)

- Led the **isango! Redesign Project**. Worked on the research, prototyping, design and testing of the website along with defining animation guidelines and microinteractions. Worked on improving the usability of the website using data and following the universal guidelines and standards to help improve the CR by 30%.
- Worked on redefining isango as a brand and setting up the colour theory, type and other brand guidelines.
- Redesigned isango's blog **The Guidebook** by introducing new features that helped in reducing the bounce rate and improve page sessions.
- Led the redesign project of isango's brand – **Just London Theatre Breaks** to improve the CR and Ranking of the website on Google by introducing new features and improving the usability of the elements.

Graphic Designer, Digidarts (May 2016 – Oct 2016)

- Worked on online and offline branding projects for top clients like Ansal Groups and Sesame Street School.
- Designed and developed landing pages using Photoshop, HTML and CSS for various brands to help them convert better for their Google Ad words campaigns.
- Designed engaging creatives and infographics for various brands for their social media pages on Facebook, Twitter, Google etc.

Senior Webdata Executive (Sept 2014 – May 2016)

- Maintained the website for one of UK's biggest B2B travel company by handling day to day change requests on the front end of the website.
- Handled seasonal campaigns for the client by designing banners for their landing pages.

Freelance

UI/UX Designer

Consulted with Tech Startups to review current products and provide design solutions to solve user needs, business challenges and improve usability of the websites through Research, Analysis, Prototypes and Design.

Education

- Bachelor of Technology (Computer Science)

Maharishi Dayanand University, Rohtak | 2010-2014 | 75%

- Senior Secondary

Central Board of Secondary Education (CBSE) | 2010 | 74.3%

- Secondary

Central Board of Secondary Education (CBSE) | 2008 | 73%