

Aisha Patel

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SUMMARY

Detail-oriented Web Designer with over 5 years of experience in creating responsive and user-friendly websites. Proven ability to enhance user engagement and satisfaction through innovative design solutions.

EXPERIENCE

Senior Web Designer

Mar 2021 - Present

Creative Solutions Inc., San Francisco, CA

- Redesigned company website, resulting in a 40% increase in user engagement and a 25% boost in conversion rates.
- Collaborated with the development team to implement new design protocols that cut project delivery time by 30%.
- Utilized Adobe XD and Figma to create wireframes and prototypes, improving design approval time by 20%.

Web Designer

Jun 2018 - Feb 2021

Design Innovations, Los Angeles, CA

- Led the design of over 15 client websites, achieving an average client satisfaction score of 95%.
- Implemented SEO best practices that improved organic traffic for clients by an average of 50%.
- Streamlined the design process using Sketch and InVision, reducing design revisions by 15%.

Junior Web Designer

Jul 2016 - May 2018

Techy Designs Co., San Diego, CA

- Assisted in the development of responsive web designs, leading to a 30% increase in mobile traffic.
- Created style guides that standardized design elements across multiple projects, enhancing brand consistency.
- Participated in user testing and leveraged feedback to enhance UI/UX, resulting in a 10% decrease in bounce rates.

EDUCATION

Bachelor of Science in Web Design & Development

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: HTML, CSS, JavaScript, Responsive Design

Tools & Frameworks: Adobe XD, Figma, Sketch, WordPress