

SELESH SARATHE

UI UX DESIGNER

Portfolio

Contact: 8659862773 | Email: saratheselesh123@gmail.com | linkedin.com/in/seleshsarathe | City: Bhopal

I am passionate about continuous learning and growth in the design industry, consistently exploring new trends and tools to elevate my work. Known for my creativity and reliability, I strive to exceed client expectations and contribute positively to project outcomes.

AREA OF EXPERTISE

Prototyping Tools
User Research
Communication
Problem Solving

Interaction Design
Visual Design
Wireframing

Accessibility
Responsive Design
User-Centered Design
Usability Testing

TOOL

Figma, Canva

PROFESSIONAL EXPERIENCE

Freelance project

Project

- Attack Surface Risk management.
- Led the redesign of digital ads for various clients, focusing on improving user engagement and click-through rates by enhancing visual appeal and clarity.
- Using Tool, Figma.

Food Delivery App Design

Project

- A food delivery app offers users a seamless way to browse menus, customize orders, and get meals delivered quickly. It enhances convenience with real-time tracking and easy payment options.
- Lead designer of the product from ideation and research, wireframing, low and high fidelity prototyping, conducting usability iterating on design.
- Using Tool, Figma.

Pet Shop Logo Design

Project

- Designed a custom logo for a pet shop, incorporating key elements like a dog, cat, and paw prints to visually represent the shop's focus on a variety of pets.
- Using Tool, Figma.

EDUCATION

MCA

May 2023

Barkatullah University Bhopal

BCA

Apr 2021

Makhanlal Chaturvedi National University Bhopal

HSS

Mar 2019

Govt Mahatma Gandhi H.S School Bhopal

ADDITIONAL INFORMATION

- **Languages:** English, Hindi.
- **Certifications:** FRONT-END WEB DEVELOPMENT REACT JS & NEXT JS.