

# Kadeeja Zayana

## UI/UX & VISUAL DESIGNER | BUSINESS ANALYST

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### ABOUT ME

Highly motivated UI/UX Designer and Business Analyst with a passion for crafting user-friendly experiences. Leveraging design leadership, research, analysis, and visual design skills to consult for EHRC-IIITB as a UI/UX Design and Business Analyst since August 2022. Recently expanded my skillset by completing a short-term Business Analysis course.

### SKILLS

Experience Design • Visual Design • Design Leadership • Data Analysis • Data Visualization • Journey Mapping • Information Architecture • Wireframing • Prototyping • Usability Testing • UX Research • Visual Design • Branding • Photography • Image Styling • Story Telling

### TOOLS

Figma • Webflow • Adobe CC (XD, Photoshop, Illustrator, After Effects, InDesign) • Axure • Microsoft Office 365 • HTML 5 • CSS(Basic)

### LANGUAGES

Malayalam • English • Hindi • Tamil • Korean • Arabic

### AWARDS & CERTIFICATES

- Meritorious Student Award [Class of 2021]
- Webflow 101 Certifications
- Webflow Layout Certifications Level 1&2
- UX & Web Design Master Course
- Business Analysis Fundamentals Course

### EDUCATION



**National Institute of Fashion Technology (Batch 2017-21)**

Bachelor of Design | Fashion - Communication | SGPA: 9.18

### EXPERIENCE

#### Senior UI/UX Designer & Business Analyst Consultant



**E-Health Research Center [IIIT - Bangalore] | Aug 2022 - Present**

- Spearheaded the UI/UX design for the NAMAN project, developing the CHW module for tablets and the TALUKA and PHC modules for desktops.
- Led the design for the Tele MANAS national website and TeleMANAS counsellor platform Version 2. Currently designing the Tele MANAS OPs portal for NIMHANS and Ministry Officials.
- Contributed to e-Manas Karnataka by implementing design enhancements.
- Currently working as a Business Analyst on the PUSH D project for NIMHANS.

#### UI/UX Designer

Al-Haya Enviro | Freelance | Jul 2021 - Dec 2021

- Conducted a comprehensive UX audit of the previous website, evaluating usability through user reviews.
- Developed and implemented design recommendations to enhance the overall user experience.
- Ensured design consistency by creating detailed documentation of UI design elements.

#### UI/UX Designer

Patharitech Ltd. | Internship | Jan 2021 - Apr 2021

- Led the design of a telemedicine application, Sarvatra, including a product launch website. Collaborated effectively with a design team to ensure design consistency and documented the design process.
- For Sarvatra, I created, refined, and tested user onboarding prototypes, while also contributing graphic design ideas to support the marketing team.

#### Marketing Campaign Designer

Terapact Ltd. | Internship | Nov 2020 - Jan 2021

- Designed an interactive sales pitch for Teraviz products, incorporating animation and multimedia elements to enhance engagement.
- Utilized Adobe Creative Suite (Photoshop, Illustrator) to develop creative content for the presentation.

**Portfolio Link:** [www.zayana-portfolio.in](http://www.zayana-portfolio.in)

**Online CV:** <https://read.cv/zayana>