

NANCY PATEL

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Education

Vivekananda Global University Jaipur

Master of Design (M.Des) in (UI/UX Design)

Aug 2023 – May 2025

CGPA: 7.87/10

International Institute of Fashion Design Bhopal

Bachelor of Science in Fashion Design & 3D Design

July 2019 – Aug 2022

CGPA: 7.93/10

Experience

ProMax Event| UI/UX Designer

Aug 2025 - Present

Scalable Design System for Event Interfaces

- Built a **scalable design system** in Figma (components) to unify branding across platforms, reducing design-to-dev mismatches in **Zeplin/Notion**
- Designed **3D interactive visuals in Spline**, adding depth and motion to landing pages, resulting in higher engagement during live event
- Used **Miro whiteboarding** for mapping user journeys with PMs, simplifying complex event workflows into clear, human-first experiences
- Created **motion prototypes in After Effects and Lottie**, delivering micro-interactions that made navigation fluid and kept users happily engaged
- Prototyped event management flows in **Figma and Adobe XD**, turning rough concepts into clean, clickable prototypes accelerated stakeholder buy-in

Interactive Visual Design for Live Event Experiences

- Designed interactive 3D event dashboards in Spline, merging data visualization, **motion**, and **usability** into immersive interfaces that elevated the event experience, enabled organizers to **monitor live engagement**, and gave attendees a dynamic, intuitive way to interact with event content
- Partnered with **cross-functional teams** to turn event metrics into clear, story-driven interfaces, enabling stakeholders to act on insights instantly

Fraxus3D| UI/UX Design Inter

Feb 2025 - Apr 2025

Production & Quality Analytics Pipeline

- Designed **Figma** interfaces for **web/mobile**, increasing engagement with optimized flows also conducted research and testing with **50+** users
- Integrated 3D elements with **CLO 3D** and collaborated in **Agile sprints**, streamlining workflows, achieving design fidelity, and reducing errors
- Used AI tools like **MidJourney** with plugins to design responsive UI/UX, accelerating prototyping, enhancing user retention across **10+** projects
- Collaborated with **3D artists** and developers to integrate CLO 3D assets into **Figma prototypes**, creating immersive yet practical interfaces that improved design fidelity, streamlined cross-team workflows, and reduced rework during Agile sprints.

Projects

Banking App UX Case Study | User Research & Interaction Design | [Link](#)

Jan 2024 - Apr 2024

- Orchestrated **end-to-end UX audit** of a mobile banking platform, running different user iterative testing to identify navigation bottlenecks
- Optimized **information architecture and task flows**, reducing average transaction rate and cutting long hours of task completion time
- Built **high-fidelity Figma prototypes** with interactive components, enabling rapid A/B testing and reducing occurrence iteration cycles
- Delivered **developer-ready design specifications** (Figma + Zeplin), accelerating engineering handoff and trimming front-end rework

Fraxus 3D Website Redesign | UI/UX & Motion Design

Feb 2025 - Apr 2025

- Spearheaded **navigation revamp in Figma**, streamlining site hierarchy and improving user trust metrics highly in post-launch surveys
- Integrated **motion design via After Effects**, creating dynamic transitions and micro-interactions that lifted engagement time significantly
- Embedded **photography-based visuals and brand-driven motion graphics**, strengthening design consistency of different site modules
- Implemented **design KPI dashboards** in Google Data Studio, enabling continuous measurement of bounce rates, click-throughs and time

Fruit Adulteration Detection App | User Research & Interaction Design | [Link](#)

Jan 2025 - Apr 2025

- Conducted in-depth **user research**, including **surveys and research**, to understand concerns and behaviors regarding **fruit adulteration**
- Developed a **high-fidelity prototype** showcasing **real-time adulteration detection** and **actionable insights**, enhancing user confidence
- Delivered **developer-ready designs** (Figma + Zeplin), supporting a seamless handoff and reducing development iteration time Remarkably
- Defined **problem statements** and designed **user flows, prototypes in Figma**, improving **transparency**, and usability for non-technical users

Skills and Expertise

Design Skills: UI/UX Design, User Research, Wireframing, Prototyping, Interaction Design, Usability Testing, Design Thinking, Responsive Design, Information Architecture, Journey Mapping **Libraries and Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, After Effects, Framer, CLO 3D, Miro, Notion, Power BI, HTML5, CSS3, JavaScript (Basic), MidJourney, Generative AI Tools **Relevant Courses & Practices:** Human-Computer Interaction, Visual Storytelling, Accessibility (WCAG Standards), A/B Testing, Heuristic Evaluation, Design Sprints, Lean UX, Agile Methodologies, Persona Development, Cross-Functional Collaboration, Problem-Solving, Client Communication

Skill Certifications & Achievements

- UX Deep Dive: Usability Testing (NASBA)** — Sharpened skills in usability testing, enabling design of more intuitive and user-friendly interfaces
- UX Foundations: Information Architecture** — Enhanced skills in structuring and organizing digital content for navigation and user experience
- Design Systems Workshop (DesignKul)** — Gained hands-on experience in crafting scalable, consistent design systems using Figma, focusing on prototyping, design thinking, and interaction design
- Designing Microinteractions with Figma** — Mastered creating, user-centered microinteractions to enhance product usability and user engagement
- Animating Design Prototypes with Figma** — Developed advanced prototyping skills by animating interactive designs for responsive web experiences
- How to Use Generative AI: Building an AI-First Mindset** — Learned how to integrate AI-driven design tools and workflows for UX solutions
- The Complete Course of Framer 2025 (Udemy)** — Gained proficiency in no-code web design and prototyping with Framer, focusing on web design
- After Effects CC 2023 Essential Training** — Acquired motion graphics and animation expertise to enrich UI/UX projects with dynamic visual content