



Namrata Maurya

UI/UX Designer

Hi! I'm Namrata Maurya, a strategic and user-focused Product & UX Designer with 3+ years of experience turning complex problems into intuitive digital solutions. I blend design thinking, research, creativity, and empathy to craft interfaces that are both functional and visually engaging. With strengths in collaboration, problem-solving, and data-informed design, I thrive in dynamic environments and am driven to create meaningful, accessible experiences that elevate user satisfaction and business impact.

+919628332910 namratamaurya277@gmail.com [LinkedIn Profile](#)

Creative Portfolio

[Behance](#) [Dribbble](#) [Medium](#)

Skills and tools

Design skills

Design Systems, User Research & Analysis, Accessibility, Prototyping & Wireframing, UX Audit, Heuristic Evaluation, Usability Testing, A/B Testing, Journey Mapping & Personas, Interaction Design & User Interface, Architecture, Design Thinking & Decision Mapping, Empathy & User-Centered Mindset, User Flows

Soft skills

Empathy, Communication, Collaboration, Problem-Solving, Adaptability, Storytelling, Decision-Making

Tools

Figma, Framer, Lovable, Adobe XD, Miro, FigJam, Figma Make, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, ChatGPT, Stitch

Education

National Institute of Fashion Technology, Patna (2019-2023)

Bachelors of design - CGPA 8.4

K. R. Education Centre, Kanpur (2006-2018)

- 12th Grade (Science): 84%
- 10th Grade: CGPA 10

Highlights and achievement

- Built and launched a complete Design System for NetCom Learning [Link](#)
- Successfully launched CMS tools that reduced process time by 40%.
- Gold Medal – Cricket Tournament (NIFT)
- Represented NIFT Patna in Converge
- Executive Council of Sport Club (NIFT)
- Successfully organized key events at NIFT

Certification

- AI+ UX Designer™
- AI+ Executive™
- Master Mobile and Web Design, User Interface + User Experience (UI/UX Design)
- Fundamentals of Graphic Design (Calarts)

Experience

NetCom Learning (Global EdTech MNC)

UX Designer (Jan 2023- Dec 2025)

B2B website CMS brand identity UI/UX design design thinking

- Led the creation of a complete Design System and refreshed NetCom Learning's visual and brand language, directly improving design consistency and speeding up development cycles across web and mobile platforms.
- Delivered fully responsive, mobile-optimized designs with app-like interactions that drove higher mobile engagement and improved task completion rates.
- Drove a 35% increase in website traffic and boosted pages-per-visit by implementing intuitive UX enhancements, clearer navigation, and optimized user flows across the site, supporting a growing portfolio of Fortune 500 and international clients.
- Designed multiple robust CMS tools including announcements, roles & permissions, and governance workflows reducing process time by 40% and enabling more efficient content management for teams in the New York, India, Bangladesh and Dubai.

GoodWorker Technologies Pvt Ltd

Graphic and Motion Graphic design Intern (June2022 - July 2022)

B2C app brand identity visual design motion graphics illustrations

- Designed cohesive visual assets—including illustrations, social media posts, thumbnails, and motion graphics—that strengthened brand identity and ensured consistent aesthetics across digital platforms.
- Created engaging animations to simplify communication, enhance storytelling, and boost user engagement across campaigns.

LOONS Solutions Private Limited

Project Associate (Freelance) (Nov 2021 - Mar 2022)

Graphic design Intern (June 2021 - Aug 2021)

Brand identity visual design illustrations Iconography Packaging

- Translated client visions into visual concepts through illustrations, photo editing, branding, and layout design aligned with brand goals.
- Created diverse creative assets—including logos, packaging, publications and social media to enhance brand communication and support marketing campaigns.
- Collaborated with clients and teams to ensure design solutions effectively communicated brand messages and met project objectives.

Passions

Creative UX Strategist

Dedicated to crafting engaging, user-friendly designs that prioritize accessibility and seamless interaction.

Artistic Innovator

Passionate about sketching, mandala art, and crafts, bringing creativity and meticulous attention to design detail.

Fitness & Performance Enthusiast

Active in gym training, running, cricket, and kabaddi, strengthening discipline and teamwork.