

NAMRITA SINGH

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PROFESSIONAL EXPERIENCE

FREELANCE UI/UX DESIGNER

Present

- Designing an educational management app for schools to streamline admin, teachers, students, and parents' interactions.

ANS COMMERCE (FLIPKART GROUP COMPANY)

February 2024-March 2025

Design Associate (UI/UX Designer)

- Led UI/UX design for the entire **Messaging Suite** module in [Kartapult](#), featuring SMS services, WhatsApp Broadcast, Email Marketing, and Chatbot functionality etc.
- Collaborated with the **Meta team** to design and implement the **Click-to-WhatsApp (CTWA)** feature as part of a **strategic partnership**.
- Designed various segments of the **Ads Suite** module including Meta Ads, Amazon Ads, Google Ads, and Flipkart ads interfaces.
- Collaborated with other teams to design [Flipshop](#), enabling sellers to create websites, build catalogues, and list products.
- Collaborated on UI design for the **Victoria's Secret** mobile application for Indian users.
- Contributed to the final delivery and design refinement of **Haldiram's** website, ensuring structured file handoff and visual consistency post-designer transition.

HOUSE OF PRAVI

August 2023-January 2024

Remote UI/UX Designer

- Worked on multiple design projects for different clients over a span of six months. ([House of Pravi](#))
- Created responsive designs for web and mobile applications.
- Developed user flows, wireframes, and interactive prototypes.
- Conducted user testing and incorporated feedback to improve designs.

BLUTRON TECHNOLOGIES PVT LTD (TOTOKO)

February 2021-June 2023

Social Media Marketing Executive

- Managed social media marketing campaigns and content strategies for digital platforms.
- Created visual designs and marketing materials to support brand messaging.
- Analysed performance metrics to optimise campaign effectiveness.
- Collaborated with the marketing team to ensure consistent brand voice across channels.

EDUCATION

Bachelor of Science (Hons) in Computer Science

2017-2020

SRCASW, DELHI UNIVERSITY Delhi, India

ADDITIONAL INFORMATION

- Tools: **Figma**, After Effects, Procreate, Canva, Framer
- Received a **performance award** for dedication and value-driven design work.
- Volunteered 3 (**Hardcode**, **Brainwreck**, and **Lan-O-Mania**) events in college.
- Secured **2nd** in Graffiti competitions all **over East Delhi**