

Sneha Garg

UI/UX Designer

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📍 London

Bio

I'm a UX Designer with a background in graphic design and motion media, focused on creating intuitive, inclusive digital experiences.

With a Master's in UX Design and 4+ years of industry experience, I bring together research, strategy, and visual design to solve real user problems. Skilled in Figma, design systems, and usability testing – focus on creating accessible, intuitive interfaces that solve real problems.

Experience

Kingston University - UX Designer Internship

OCT 2024 - FEB 2025 | London, UK

- Conducted end-to-end user research, including surveys, interviews, and task analysis with 25+ target users.
- Created a scalable Figma-based design system, enabling consistent UI across 30+ app screens.
- Integrated accessibility features (WCAG 2.1) and inclusive design to broaden usability.

Meesho - Visual and UI Designer

Mar 2021 - AUG 2023 | Bangalore, IN

- Created 200+ marketing creatives for growth campaigns, contributing to a 22% boost in DAU.
- Partnered with the user research team to iterate on designs based on usability testing insights and A/B experiments.
- Designed micro-interactions and UI animations that enhanced engagement

Highape - Visual Designer and Media Associate

Mar 2020 - Mar 2021 | Bangalore, IN

- Developed a visual content calendar aligned with event themes, improving content delivery speed by 40%.
- Created branded visual content for 150+ nightlife events, driving consistent audience turnout.
- Edited, and published 30+ short event videos using Premiere Pro and After Effects.

Education

Jaipur National University

2014 - 2018

Bachelors in Animation

Kingston University, London

2023 - 2025

Masters in User Experience Design

Skill

Soft Skills

User Research, Usability Testing, Personas, Storyboarding, Affinity Diagrams, Workshopping, Information Architecture, Wire framing, Prototyping, Style guide/Mood board, Website and Mobile App Design, Visual Identity, Design Thinking, Branding & Logo Design, Graphic design, Social Media Design, Agile UX, Lean UX

Technical Skills

Figma, Azure, Sketch, Miro, Adobe XD, Illustrator, Photoshop, After Effects, Maya