

SAYALEE FALLE

UX/UI DESIGNER

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User Experience & User Interface Design specialist with **8+ years** of experience, working with renowned clients like **National Geographic**, I leverage user research and psychology to design stunning experiences that drive business growth. I'm a collaborative problem-solver and lifelong learner, I bring fresh ideas and unwavering commitment to every project and thrive enthusiastically in fast-paced environments.



PORTFOLIO: www.sayaleefalle.com

SKILLS

- **Design Tools & Development:** Figma, Adobe XD, Adobe Creative Suite (e.g., Photoshop, Illustrator), Fundamentals of HTML and CSS, CMS (WordPress, etc.)
- **User Experience (UX) Design:**
 - User-Centered Design Approach & Agile Methodologies
 - User Research & Testing (Understanding User Needs & Psychology)
 - Wireframing & Prototyping
 - User Interface (UI) Design
 - Design Accessibility Compliance (WCAG & AODA)
 - Communicates UX Effectively: Utilizes wireframes, flow diagrams, storyboards, mockups, prototypes, and high-fidelity visual designs to clearly convey user experience concepts to stakeholders.
- **User Experience Design for AR/VR** - AR/VR Design Optimization, Spatial Design, Gestural Interfaces, Haptic Feedback, Inclusive UI, Audio Processing, Motion Sickness Mitigation

WORK EXPERIENCE

UI & Visual Designer | Zeus Learning, Mumbai

Jul 2020 – Apr 2023

- Elevated the digital presence of top publishers (**National Geographic Learning, Twig Science, Cengage Learning**, etc.) by crafting user-centred, visually appealing and responsive design interfaces.
- **Increased user engagement and boosted project efficiency** by exceeding expectations and delivering high-fidelity, responsive E-learning prototypes ahead of deadlines.
- Streamlined cross-functional collaboration by implementing a new workflow system that improved communication and **reduced design-to-development handoff time by 20%**.
- Strengthened client relationships through proactive communication and strategic consultations, resulting in an **increased client retention rate**.

UX/UI & Graphic Design Freelancer | Self Employed, Mumbai

Jan 2016 – Present

- Built a successful **8+ year freelance career** with clients from **India, USA, Canada** and **Australia** by fostering repeat business.
- Increased client satisfaction by delivering intuitive UI/UX solutions with wireframing, prototyping, and user testing.
- Designed impactful graphics (logos, ads, branding) that boosted brand recognition for clients.

Graphic Design Intern | Cultivate Design LLP, Mumbai

Jun 2019 – Jul 2019

- Led complete packaging design for **Reliance 'Aarambh' & 'Utsava'** products range.
- Contributed to brand recognition with impactful logos/ads.
- Delivered high-quality work consistently, ahead of schedule, exceeding expectations.

EDUCATION

User Experience Design for AR/VR | Toronto, CA
Elvtr | Certification Course

Aug 2024 – Sep 2024 (Ongoing)

Bachelor of Engineering in Computer Engineering | Mumbai, IN
Mumbai University | PVPP College of Engineering

Aug 2017 – Oct 2020

Diploma in Computer Science Engineering | Mumbai, IN
SVKM's Shri Bhagubhai Mafatlal Polytechnic

Jul 2013 – Jun 2016

EXTRACURRICULAR ACHIEVEMENTS

- Earned NIIT Swift Smart (2010 - age 12) and Hadoop (2017 - age 19) certifications.
- Contributed to Degree College Placement Drives, demonstrating leadership.
- Designed Degree College's Annual Placement Brochure for 2 years, highlighting impactful design skills.
- Awarded "Miss Engineer" at 2017 Engineer's Day, an achievement that reflects recognition & s.

WEB PRESENCE

Portfolio:

www.sayaleefalle.com

LinkedIn:

www.linkedin.com/in/sayalee-falle

Instagram:

www.instagram.com/ux.syl

Behance:

www.behance.net/sayaleefalle