



NUPUR MALIK

Lead Product & Visual Designer

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EDUCATION

B.A. (Hons.) From
Delhi University

2008-2011

Advanced Diploma in
Multimedia & Graphics
(Visual | UI UX)

Affiliated by Cambridge University

2008-2011

Specialized in UI/UX, product design, and visual communication. Gained expertise in digital design workflows, from wireframes to high-end UI, with a user-first approach. This course laid the foundation for my career as a top-performing digital product and visual designer.

SKILLS

- Technical Skills:**
Wireframing, Prototyping, UX Research, Usability Testing
- Design Tools: Adobe Photoshop, Adobe Illustrator, Figma, Canva
- Specializations: UI/UX Design, Brand Development, Product Development, Digital Storytelling, Interaction Design, Video making, Graphic Designs
- Soft Skills:**
Communication, Leadership, Collaboration, ProblemSolving, Creative Thinking
- Additional Skills: Typography, Color Theory, Motion Graphics, E-commerce Designs- Storefront, banners, Social media posts

LANGUAGE

- English
- Hindi

PROFILE

Experienced UI/UX and Product Designer with a proven track record of designing customer-centric products that align with business goals. With over 10 years in the industry, I bring a strategic design approach—developing wireframes, interactive prototypes, and scalable systems that enhance user satisfaction and fuel company growth. Known for leading with creativity, precision, and cross-functional collaboration.

WORK EXPERIENCE

Ringo Media (USA, Remote, Freelancer) Jan 2024 – Dec 2024

Lead Product & Visual Designer

- Spearheaded creative direction and visual strategy for multiple U.S.-based brands under Ringo Media.
- Designed responsive UI for websites, dashboards, and marketing campaigns tailored to diverse industries.
- Built scalable design systems and brand guidelines to ensure consistency across all digital touchpoints.
- Developed high-fidelity prototypes and collaborated with developers and marketing teams in Agile workflows.
- Delivered designs that significantly improved user engagement, retention, and client satisfaction metrics.

Flipkart.com

User Expeerience Designer

April 2020 – April 2024

- Spearheaded the design of Flipkart’s e-commerce and storefront platforms, leading to a 25% boost in engagement metrics.
- Led the creation of end-to-end UI/UX solutions, improving platform usability and design coherence.
- Developed wireframes, prototypes, and user-centric designs aligned with business goals.
- Mentored junior designers to foster innovation and expertise.
- Conducted usability tests and collected actionable insights to refine existing designs and improve user satisfaction.

Myntra | Jabong

UI Designer | Visual Lead

October 2014 – March 2020

- Contributed to strategic product launches, resulting in a 20% increase in usability scores.
- Collaborated with product, marketing, and engineering teams to deliver creative campaigns and digital interfaces.
- Designed and maintained a style guide for consistent branding across all projects.
- Social Media Campaigns, Shoots planing for Seasonal Launches

Compare Infobase Pvt Ltd

Senior Graphic Designer

Sept 2012 – Sept 2014

- Designed interactive flyers brochures pamphlets offline branding and digital graphics to improve platform functionality.
- Created visually engaging data representations that enhanced user understanding and engagement.

ACHIEVEMENTS

- Received "Best Design Team of the Year" award at Flipkart (2022).
- Recognized for contributions to a mobile app redesign, driving a 25% increase in retention metrics.
- Earned "Excellence in Visual Design" award at Myntra (2018).