SAYALEE FALLE

UX/UI DESIGNER

Sherbourne St., Toronto, M4X 1W6 | (437) 328-5021 | sayaleefalle@gmail.com | www.sayaleefalle.com

Innovative UX/UI Designer, blending a 3-year professional and 7-year freelance experience to craft designs that captivate users and drive market success. Dedicated to lifelong learning and empathetic, fueling impactful solutions that position as not only a reliable asset but also a catalyst for innovation in any team.

PORTFOLIO: **www.sayaleefalle.com**

WORK EXPERIENCE _____

Visual (UI) Designer | Zeus Learning, Mumbai   Jul 2020 – Apr 2023

- Enhanced digital presence of top publishers like **National Geographic Learning, Twig Science** and **Cengage Learning** by crafting E-learning interfaces.
- Built enduring client relationships through strategic communication.
- Streamlined workflow from design to development collaboration with cross-functional teams.
- Exceeded expectations by producing responsive prototypes ahead of deadlines, boosting project efficiency.

Graphic Design Intern | Cultivate Design LLP, Mumbai   Jun 2019 – Jul 2019

- Led packaging design for Reliance products range, earning client praise.
- Created logos and ads, boosting brand recognition.
- Praised for delivering high-quality work ahead of schedule.

UI/UX & Graphic Design Freelancer | Self Employed, Mumbai   Jan 2016 – Oct 2023

UI/UX Designer | Jun 2022 – Oct 2023
- Independently managed UI/UX projects, delivering intuitive designs.
- Performed research and testing to guide design choices.
- Produced wireframes and prototypes, improving user interaction.
- Kept up with trends to provide fresh, appealing designs.
- Maintained high client satisfaction, fostering repeat business.

Graphic Designer | Jan 2016 – Oct 2023
- Crafted various graphic elements, from logos to ads.
- Volunteered design services for college events, increasing their profile.
- Won multiple design contests, showcasing competitive skill.

EDUCATION _____

Bachelor of Engineering in Computer Engineering | Mumbai, IN   Aug 2017 – Oct 2020

Mumbai University | Padmabhushan VasantDada Patil Pratishthan's College of Engineering

Diploma in Computer Science Engineering | Mumbai, IN   Jul 2013 – Jun 2016

SVKM's Shri Bhagubhai Mafatlal Polytechnic

SKILLS _____

Hard Skills (Technical)

- Skilled in **Figma, Adobe XD, Photoshop, Illustrator**, and various **CMS** platforms (WordPress, etc.)
- Utilizes **Artificial Intelligence** for efficient time management and design optimization.
- Knowledgeable in **WCAG** and **AODA** Accessibility Standards.
- Working knowledge of **HTML** and **CSS**.
- Quick to adopt and apply new design technologies.

Soft Skills (Interpersonal)

- Empathy
- Creativity
- Detail-oriented
- Communication
- Collaboration

- Problem-Solving
- Time Management
- Leadership
- Adaptability
- Inquisitive

EXTRACURRICULAR ACHIEVEMENTS _____

- Earned NIIT Swift Smart (2010) and Hadoop (2017) certifications.
- Contributed to college Placement Drives, demonstrating leadership.
- Designed college's annual Placement Brochure for two years.
- Awarded "Miss Engineer" at 2017 Engineer's Day.

WEB PRESENCE _____

LinkedIn:
www.linkedin.com/in/sayalee-falle

Instagram:
www.instagram.com/ux.syl

Behance:
www.behance.net/sayaleefalle

Quora:
www.quora.com/profile/Sayalee-Falle