



# Tanya Thakur . UI/UX Designer

Hey there! 🙌 I'm Tanya, a UI/UX designer from India, crafting sleek and intuitive digital experiences that make brands shine ✨ and grow 📈. I blend creativity with strategy, turning ideas from Zero → 1 with research-driven design.

## Work Experience . 2 Years

### 1. OPTE

August 2022 - December 2022

Opte streamlines the higher education application process, making it easier for students to explore courses, check eligibility, and apply seamlessly.

- Researched user needs to refine the application journey for clarity and ease.
- Designed a modern, user-friendly interface that streamlines course discovery and submissions.
- Optimized navigation and content structure to reduce application errors and increase efficiency.
- Developed a scalable design system to maintain consistency across all partner institutions.

### 2. Smart Finance

February 2023 - June 2023

Smart Finance is a platform that help in improving credit score, repair and management also enhances customers financial health.

- Conducted in-depth user research to understand pain points and financial challenges.
- Designed detailed wireframes and user flows for a seamless experience.
- Built a cohesive design system to keep everything consistent.
- Played a key role in shaping the platform's visual and functional elements.

### 3. Hitch

September 2023 - January 2024

Hitch is a eco-friendly, ride-share web app makes medium-distance travel effortless, connecting drivers and passengers heading the same way.

- Conducted user research to understand user needs to ensure app meets travel expectations.
- Designed an intuitive booking flow that makes finding and reserving rides effortless.
- Created a structured and visually appealing layout for clarity and ease of use.
- Developed a strong design system to maintain consistency across all screens.
- Refined the UX with detailed interactions for a smooth and engaging experience.

### 4. iclipcoupons

April 2024 - September 2024

iclipcoupons is a digital coupon app that finds & redeems discounts for online & offline shopping, also promotes brands.

- Crafted a smooth and effortless coupon discovery experience.
- Designed an intuitive interface that makes saving feel fun and easy.
- Focused on accessibility, ensuring everyone can enjoy deals hassle-free.
- Built a structured design components library for consistency and efficiency.
- Created seamless user flows for quick and rewarding coupon redemption.

### 5. Flex Cell

October 2024 - January 2025

Flex Cell is a digital marketplace built for creators to sell with ease and for buyers to shop seamlessly—featuring simple setup, secure payments, and powerful tools for both.

- Built a powerful design system for a seamless and scalable user experience.
- Designed an intuitive dashboard that simplifies selling and shopping.
- Created clear product structures for single and versioned digital products.
- Crafted an effortless checkout flow with multiple payment options.
- Designed the final interface, ensuring a cohesive and user-friendly experience.

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tanyathakur.com . Learn more about my work!