SNEHAL KHEDEKAR

Portfolio: bento.me/snehalkhedekar

UX/UI Designer

Address: Nahur East, Mumbai
Phone: +91 7738626943
Email: snehaluiux@gmail.com
LinkedIn: www.linkedin.com/in/snehalkhedekar

TECHNICAL SKILLS

- Technical Content Writing
- Angular, HTML, and CSS
- Design Thinking
- Visual Design
- Conceptual Design
- User Research
- Heuristic Analysis
- User Flow
- Wireframing & Prototyping
- Usability Testing
- Critical Thinking and Problem-Solving
- Collaboration
- Communication Skills
- Adept in both independent and collaborative work
- Multimedia & Video Editing
- UX/UI Principles & Design

WORK EXPERIENCE

Envecon | Graphic designer & Marketing executive Nov 2024-Present

- **Led design for global events**, delivering **brochures, sales collaterals, infographics, one-pagers, and booth prints** and **product certificates.**
- Created engaging **LinkedIn creatives.**
- Developed **Standard Product Presentations** and **sales decks** for **key solutions,** enhancing sales enablement and client pitches.
- Developed **case studies, whitepapers, and product content** for marketing and sales assets.
- Developed **SEO-optimised content** for website relaunch.
- Coordinated the **end-to-end digital marketing process,** collaborating on content creation, design, SEO, email campaigns, and social media promotions.

Wittypen | Technical Content Writer July 2023-Oct 2024

- Produced SEO-optimized technical content for SaaS products, AI, and emerging technologies, including LLMs.

LTIMindtree | UX/UI Designer and Developer Jan 2021-July 2023

- **Led UX/UI design and Angular development** for AutoDB, a cost-effective database management tool. The tool automated cloning processes and reduced DBA intervention, **enhancing productivity by 3x.**
- Created wireframes, user flows, and interactive prototypes for various internal tools.
- Trained internal teams on Figma and UX/UI principles,

ACHIEVEMENTS

Participated in Canvas Gig and was rewarded with a bronze award for solving UX issues for an internal project.

EDUCATION

Bachelor of Computer engineering, DY Patil's Ramrao Adik Institute of Technology 2016 - 2020

Successfully completed with a CGPA of 7.7