

Sahil Salekar

UI/UX Designer | +9167104184 | sahil.saldesigns@gmail.com

m. Media.net (June 2022 - Present)

- Joined Media.net as a UI Consultant while ongoing graduation giving me significant amount of exposure to the design and ad-tech industry.
- Coordinated with multiple business units for daily briefs, ad content and design.
- Recorded and organized performance data from business teams, producing a detailed record that supported future A/B testing and optimization.
- Produced ads creatives & dynamic landers with strong approval from premium advertisers.
- Developed a range of creative assets and designs to performed A/B testing to maximize profitability and engagement.
- Worked with development and QA team to verify UI implementation across various devices, assuring a seamless and consistent experience for all users.
- Learnt basic micro animation for landing pages on after effects.

About

I'm a UI/UX designer with 4 years of experience. I strive to create seamless visual designs which improves business performances through well planned design decisions.

Skills

- Visual Design & AI Prompting
- UI Design
- Collaboration
- Management
- Prototyping

User Research & Strategy

- UX Research
- A/B Testing
- Usability Testing
- Performance Analysis

Tools

- Figma
- Framer
- Cursor

Certifications

- Human Factors International
- Interaction Design Foundation
- Design Boat UI/UX School

Academics

- Bachelor of Arts in Multi Media and Mass Communication (9.06CGPI)