SHAPNA PALANI

UI/UX DESIGNER | GRAPHIC DESIGNER

shapnamona@gmail.com (+91) 8428428711 Madurai, Tamil Nadu.

Creative UI/UX Designer and Graphic Designer with 2+ years of experience in designing user-focused digital experiences, branding materials, and modern web interfaces. Skilled in wireframing, prototyping, visual storytelling, and creating engaging designs for e-commerce, AI, SaaS, and branding projects. Passionate about modern UI trends and AI-powered design workflows.

SOCIAL MEDIA

Bē www.behance.net/shapnapalani

in www.linkedin.com/in/shapna-palani

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UI SKILLS

- UI Components • Typography
- Grid System • Prototyping
- Wireframe • Color Palatte
- Logo • Responsive Design
- Icons & Fonts

UX SKILLS

- User Interviews • User Journey
- Empathy Map • User Research
- User Flow • Information Architecture
- User Personna • Competitive Analysis
- Usability Testing • Design Thinking
- Surveys and Questionnaires

GRAPHIC SKILLS

- Offer Post • Social Media Poster
- Blog Banner • Birthday Poster
- Advertising Banner • Event Banner
- Announcement Poster
- Grand Opening Banners

TOOLS

Figma, Photoshop, Illustrator, XD

Canva, Adobe Lightroom, Coreldraw

Notion, Miro, Framer

WORK EXPERIENCE

GRAPHIC DESIGNER - Chimertech Private Limited (OCT 2025 - PRESENT)

- Designed **500+ creatives** including posters, social media campaigns, banners, brochures, and catalogues.
- Created branding assets aligned with marketing goals and brand identity.
- Collaborated with marketing and development teams for consistent campaign execution.
- Delivered creative designs for healthcare, veterinary, and tech projects.
- Recognized for strong creative contributions and visual communication skills.

UI/UX DESIGNER - WizInoa (NOV 2024 - OCT 2025)

- Designed **200+ marketing creatives**, enhancing brand visibility and engagement.
- Created **15+ responsive website UI designs** with modern layouts and strong visual hierarchy.
- Designed **Laundoor Car Wash Management System UI** for Admin, Supervisor, and Employee apps.
- Developed **JaiFashion E-commerce UI** for User and Admin platforms with seamless UX.
- Improved user flow and interface consistency for the **Labbaik Marketplace App**.
- Collaborated with developers and stakeholders to deliver user-centered UI/UX solutions.

UI/UX DESIGNER INTERN - Duhzine IT Solutions (JUN 2024 - SEP 2024)

Designed multiple static website interfaces and login screens by applying design principles like alignment, spacing, and color balance, ensuring a seamless and user-friendly browsing experience across all devices.

EDUCATION

UI/UX Design Course
VINSUP INFOTECH INSTITUTE
Sep -23 to Jan-24

Bsc(CS) (CGPA-82%)
MADURAI KAMARAJ UNIVERSITY
Jul -21 to Jun-24

DCE (CGPA-86%)
POLY., WOMEN'S COLLEGE
Jun-17 to Jun-19

CERTIFICATION

2024 • Completed a Certification Internship in UI/UX Designer at Duhzine IT Solutions and I got Skill Test Certificate for UX designer from DIS

2024 • Completed a Certification Internship in UI/UX Design at Vinsup Infotech.

2023 • Certified User Interface/User Experience (UI/UX) Designer Course Completed at Vinsup Infotech Institute.

2022 • Certified in English Typewriting with Second Class Senior Grade.

AI & MODERN DESIGN TOOLS

Claude, Stitch, rocket

More AI+

- AI-Assisted Design Workflow
- Prompt-Based Creative Generation
- AI Image Generation Tools
- ChatGPT for Design Ideation
- AI-enhanced Content Creation