**KHUSHI RANE**

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<https://www.behance.net/khushirane1>

**EDUCATION**

**Master of Business Administration** (Expected)May 2025

University of Toledo, Ohio; Current GPA: 3.3

**WORK EXPERIENCE**

**Product Designer Intern**

Elightlabs, Mumbai

* Designed wireframes and interactive prototypes.
* Collaborated with engineers and product managers to refine features and enhance user experience.
* Conducted user research and usability testing to gather insights and iterate on design decisions based on feedback

**RELEVANT PROJECTS**

**GlowRoot Naturals — E-commerce Website Design**

Designed a clean and elegant e-commerce website for GlowRoot Naturals, a plant-based hair care brand. The goal was to reflect the brand's commitment to natural beauty through a soothing and nature-inspired visual design.

Key Contributions:

* Created high-fidelity mockups using Figma to showcase a seamless user journey from product discovery to checkout.
* Focused on clear product presentation and visual storytelling to highlight natural, cruelty-free ingredients.
* Designed a responsive and intuitive layout for smooth navigation across desktop and mobile devices.
* Incorporated user-centric features like testimonials, product ratings, and an "About Us" section to build brand trust and engagement.

**Special Skills**

* UI/UX Design — Proficient in crafting user-centered interfaces for web and mobile applications.
* Prototyping & Wireframing — Skilled in creating interactive prototypes and wireframes using Figma.
* Visual Design — Strong sense of layout, typography, color theory, and visual hierarchy.
* Design Systems — Experience in building and maintaining scalable design systems for consistent user experiences.
* User Research — Conducting competitive analysis, user flow mapping, and usability testing to validate design decisions.
* Branding & Identity — Translating brand values into visual assets and product designs.
* Collaboration — Cross-functional teamwork with developers, product managers, and marketing teams.
* Tools: Figma, Adobe Photoshop, Illustrator, Miro, Notion, Jira.

**PORTFOLIO LINK**

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