Nisha Kumari

Website and Landing Page Designer | UI/UX Designer | CRO | Unbounce, Figma, Webflow

nishakumari.2295@gmail.com | **+91 8276040403**
linkedin.com/in/nishakumari22 | Portfolio website: **nishakumari.in** | India (remote)

SUMMARY

Landing page and UI/UX designer with **8+ years of experience** building high-converting landing pages and websites in Unbounce, Webflow, WordPress and Figma for paid advertising campaigns. Skilled in A/B testing, conversion rate optimization (CRO), landing page reviews and recommendations, and client communication, with clients across 12 countries including the USA, UK, Canada and Australia.

EXPERIENCE

Senior UI/UX Designer | EMSC (Remote) | May 2022 – November 2026

- Designed and built 50+ high-converting lead generation landing pages in Unbounce, with page designs created in Figma, for paid search and paid social ad campaigns, reaching an average 14–15% conversion rate.
- Designed new websites and redesigned around 4 existing websites and numerous landing pages in Figma to improve functionality, user engagement and conversion rate.
- Ran 100+ A/B tests on landing page designs over 4.5 years to analyze performance and optimize engagement (conversion rate optimization), lifting conversion rate by 70–80% and lowering cost per lead.
- Reviewed 10–15 existing client landing pages and websites and delivered UI/UX and conversion recommendations that met client goals and increased conversion rates.
- Worked with account teams, developers and clients to refine designs and deliver 100% of projects on schedule.

UI/UX Designer and Shopify Front-End Developer | Sellry (Remote) | October 2021 – May 2022

- Delivered front-end design and development for Shopify Plus clients as part of a remote team.
- Created customizable templates and sections for pages, product detail pages (PDP), product listing pages (PLP) and global modules.
- Planned the approach and split tasks by skillset with the project manager.
- Ran visual and functional QA and fixes to bring projects to "Ready to Launch", then provided clients with post-launch QA and updates.

Freelance Web Designer | Fiverr | October 2018 – September 2021

- Reached Level 2 seller status with 170+ five-star reviews and over $20k in sales from clients in 12 countries.
- Built Shopify, Shopify Plus, WordPress and WooCommerce websites with UI/UX mockups in Figma.

Co-Founder | weboftwo.com | December 2017 – October 2020

- Designed and built 50+ websites for e-commerce businesses and SMEs using Divi, Elementor, Shopify Plus (Liquid) and Figma prototypes and wireframes.
- Delivered prototypes and minimum viable products (MVPs) for startups and new ventures.

MVP Prototype on WordPress | Lottie.org | October 2020 – March 2021

- Built the front end of a WordPress and WooCommerce marketplace connecting elderly people with UK care homes, working with a developer (Elementor Plus, ACF, Google Maps API, Trustpilot).
- Lottie later secured £3M in investment.

SKILLS

- **Landing pages and CRO:** Landing page design and development, conversion rate optimization (CRO), A/B testing, lead generation landing pages, paid advertising landing pages
- **Page builders and platforms:** Unbounce, Webflow, WordPress, Elementor, Divi, WooCommerce, Shopify, Shopify Plus
- **Design:** Figma, Sketch, UI/UX design, wireframing, prototyping, responsive design
- **Front-end:** HTML, CSS, SCSS, Bootstrap, Flexbox, media queries, JavaScript (basics), jQuery (basics), Liquid
- **Client work:** Client communication, requirements gathering, design recommendations, quality assurance (QA), developer collaboration

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EDUCATION

Bachelor's Degree in Information Technology | Institute of Engineering and Management | 2014 – 2018