PIERRE COLACO

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PROFESSIONAL SUMMARY

Creative and research-driven UX Designer with 2+ years of experience in UI design and 4+ years in graphic design and digital marketing. Strong foundation in computer science and driven by curiosity, I specialise in translating complex challenges into intuitive, human-centred digital experiences. Skilled in user research, wireframing, prototyping, and working with cross-functional teams to improve usability and drive engagement across web and mobile platforms.

SKILLS

Technical Skills	Wireframing, prototyping, interaction design, User Research and Testing, React, Flutter.
Soft Skills	Teamwork, stakeholder communication, design handoff, feedback integration
Tools	Figma, Adobe XD, Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator

EXPERIENCE

UI/UX Designer — January 2025 - Present
Freelance — *London, UK*

- Spearheaded UX design for Atom Connect, a platform for university students, resulting in a 40% improvement in navigation clarity.
- Conducted user research with 100+ students and built interactive prototypes, leading to clearer navigation and reduced friction during testing.

Web Designer — July 2022 - August 2023
Web Professionals — *Mumbai, IN*

- Designed and prototyped 50+ websites, increasing SME conversion rates by 25% through improved UX and layout.
- Collaborated with the development team and multiple stakeholders, conducting usability testing to iterate on features and reduce bounce rates by 20% and streamlined design handoff & implementation.

Designer and Marketing Consultant — June 2020 - June 2022
Freelance — *Mumbai, IN*

- Delivered 20+ branding campaigns and created A/B-tested visual content across web, print, and social media, leading to up to 40% engagement boost, 30% increase in reach, and 15% higher click-through rates.

EDUCATION

Msc in Computer Science, Queen Mary University of London — 2023 2024
Relevant Coursework: Research Methods, Interactive System Design, User Experience Design and HCI.

Bachelor of Engineering[IT], Fr. Conceicao Rodrigues College of Engineering — 2022 - 2019

PROJECTS

Connect Ease. Developed a mobile app prototype focused on social communication for individuals with autism. Employed lo-fi, mid-fi, and hi-fi prototypes, refining features through iterative user testing. Used persona development and cognitive walkthroughs to evaluate user behavior and accessibility needs (View Case Study)

Mixed Reality Headset for University Lectures. Designed an MR-based educational tool to boost lecture engagement using spatial UI. Applied distributed cognition theory to assess user interactions with mixed reality features. Integrated gesture-based controls and haptic feedback, enhancing user immersion. (View Case Study)

EXTRA-CURRICULAR ACTIVITIES

- Student Volunteer for Bandra Fair Security and Management - Mumbai Police and TEDxCRCE
- Design Head of Entrepreneurship Cell, FrCRCE for 2 academic years