

INTRODUCTION

I strongly believe in open design and encourage co-creation that can help deliver a better solution with accessibility and inclusion, and simple and effortless experiences always sit at the centre of my process. I am a self-taught graphics, UXUI designer, crafting visual solutions to express more. Designing high-quality artefacts are my passion, and I work tirelessly to achieve that goal.

KNOWLEDGE

- **Print Media:** Advertising | Branding | Packaging Design | Publication Design | Printing Processes
- **UI/UX Design:** Website Design | Social Media Design | e-Commerce Design
- **Animations** in Canva | GIF Animations in Adobe Photoshop, After effects
- **Story Boarding** for Short Films and Animations
- **Ideating and Supervising** Corporate Films
- **Client Dealing** and Vendor Management

EDUCATION

Birla Technical Training Institute, Pilani, Rajasthan (India)

- Computer Engineering Diploma

EXPERIENCE

🎯 Akiko Sherman Infotech • UX UI designer

(Oct. 2024 - Present)

- **Wireframing & Prototyping** – Creates wireframes, low-fidelity sketches, and interactive prototypes to visualize the user experience.
- **User Interface (UI) Design** – Designs visually appealing interfaces that align with brand guidelines and enhance usability.
- **Interaction Design** – Defines how users interact with the interface, ensuring a smooth and engaging experience.
- **Collaboration with Cross-Functional Teams** – Works closely with product managers, developers, and stakeholders to align design with business and technical requirements.
- **Information Architecture** – Organizes and structures content to ensure easy navigation and accessibility.
- **Accessibility & Inclusion** – Ensures designs meet accessibility standards (WCAG) for diverse user groups.

🎯 Pixel Bharat • Technical Team Lead

(Apr. 2023 - Nov. 2024)

- By leading and **mentoring a team** of product designers, I established a dynamic design culture that bolstered team innovation and project outcomes through **effective leadership** and mentorship.
- Spearheaded the development of a **cohesive design strategy** that was aligned with both business and user needs, significantly improving project outcomes by ensuring our designs **met user expectations** and supported business objectives.
- Through conducting **user research** and **usability testing**, I played a key role in integrating comprehensive user feedback into our design processes, which significantly **enhanced product usability** and led to more user-centered **design solutions**.
- **Accelerates Development:** Facilitates quicker decision-making in product development by understanding both **managerial and design perspectives**.
- **Enhances User Satisfaction:** Utilizes UX/UI expertise to directly influence product features for higher **user engagement** and satisfaction.
- **Cohesive Product Experience:** Ensures a unified and intuitive user experience across the **product lifecycle**, from concept to launch.

TOOLS

Figma

Canva

Adobe CC

After Effects

Illustrator

Photoshop

InDesign

bootstrap

Html & Css

SOFT SKILLS

- Problem Solving
- Continuous learning
- Critical
- Teamwork spirit
- Compatibility and flexibility

PERSONAL

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COURSE



[Build Wireframes and Low-Fidelity Prototypes](#)



[Create High-Fidelity Designs and Prototypes in Figma](#)



[Start the UX Design Process: Empathize, Define, and Ideate](#)



[Complete Web & Mobile Designer: UI/UX, Figma, Adobe XD](#)



[User Experience Design Essentials - Adobe XD UI UX Design](#)



[Learn Figma - UI/UX Design Essential Training](#)

EXPERIENCE



Grazitti Iterative

• Senior UI/UX Designer

(Jan. 2022 - Mar. 2023)

- **Collaborated** with product managers to meticulously understand their requirements, successfully translating them into intuitive and visually compelling design solutions that met both user needs and business goals.
- Developed and maintained a robust design system, ensuring **design consistency** and scalability across all **digital products**, which streamlined the design process and enhanced product quality.
- Through engaging in **cross-functional collaboration**, I ensured design coherence across product development, engineering, and marketing efforts, fostering a unified approach that amplified product impact and market success.



JP Infra

• Senior Graphics Designer

(Mar. 2021 - Sept. 2021)

- Led graphic **design projects** that significantly enhanced brand visibility and user engagement by introducing innovative **visual designs** that captivated our target audience.
- By coordinating closely with marketing and product teams, I ensured our design efforts were perfectly aligned with strategic **marketing objectives**, amplifying our campaigns' effectiveness and coherence.
- Actively incorporated **user feedback** into **design revisions**, a practice that guaranteed continuous improvement and sustained relevance of our design solutions, keeping us ahead in a competitive market landscape.



Gajshield Infotech

• Graphics Designer

(Nov. 2018 - Mar 2021)

- Designed and executed both digital and print **marketing materials**, significantly contributing to the company's branding and **promotional campaigns**, thereby enhancing brand recognition and audience engagement.
- Collaborating closely with the IT team, I focused on designing **user-friendly interfaces** for **web applications**, which led to marked improvements in user experience and overall satisfaction.



Matrixsoft

• Graphics Designer

(Sept. 2016 - Oct. 2018)

- Created compelling **visual content** across various digital platforms, successfully establishing a cohesive visual **identity for the brand**, which elevated brand perception and consistency.
- Committed to continuous learning and applied emerging **design trends**, tools, and technologies, ensuring my designs stayed innovative and kept the brand at the forefront of the design field.