

# Aditya Yadav

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[behance.net/0xaadi](https://www.behance.net/0xaadi) | [github.com/AdityasWorks](https://github.com/AdityasWorks)

## Education

### Bennett University (Times of India Group)

B.Tech in Computer Science, CGPA: 8.8/10 (3rd Year)

Greater Noida, UP

Sept 2022 – Sept 2026

## Design Skills

**UI/UX Design:** Wireframing, Prototyping, User Flows, Information Architecture, Interaction Design

**Design Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Notion, Miro

**Motion & Interaction:** After Effects, Lottie, Framer, Spline, Protopie

**3D & Visual Design:** Blender, Unreal Engine, Brand Identity Design, Typography

**Product Skills:** User Research, Product Thinking, Developer Handoff, Brand Storytelling, Design Systems

**Development:** HTML/CSS, React, Responsive Design, Front-end Development

## Experience

### Minister of Branding, School of CSE and Technology

Aug 2023 – June 2024

- Led a 45-member design team for major university events, spanning 10000+ students
- Designed and directed creation of complete event identities (logos, posters, banners) for flagship tech fest and hackathons, increasing reach by 30%
- Collaborated with developers to design and implement responsive UIs for event websites, focusing on intuitive user interaction and elevated engagement
- Applied design system principles while creating comprehensive design kits with color palettes, typefaces, and reusable components, improving cross-team collaboration efficiency

### Head of Design, Bennett Undergraduate Research Society

Sept 2023 – June 2024

- Established a cohesive visual identity for the research society, increasing visual recognition and student engagement
- Designed user-centric presentation templates and research visualization systems for complex data, improving information clarity
- Created interactive digital experiences for research showcases using motion design principles to enhance audience engagement
- Mentored junior designers in UI/UX principles, establishing a design review process that improved overall output quality

### Lead Designer, Alan Turing Club (ATC)

Nov 2022 – May 2023

- Served as the primary design resource for ICOSMIC, the club's flagship tech event, leading all visual communication efforts
- Created motion graphics advertisement that significantly boosted event reach and engagement across campus
- Designed comprehensive event identity including posters, banners, and digital assets maintaining brand consistency
- Stepped into design leadership role, mentoring team members and establishing design workflows when needed

### Design Core Team Member, Google Developer Student Clubs (GDSC)

Nov 2022 – May 2023

- Collaborated with technical teams to create visually engaging promotional materials for developer workshops and events
- Designed user-friendly instructional graphics for coding workshops and technical sessions
- Applied Google's Material Design principles to create consistent visual assets across multiple platforms

### Freelance Designer

June 2020 – Sept 2022

- Delivered 30+ client design projects including motion graphics, brand identity systems, and UI design for digital platforms
- Collaborated with YouTubers to create engaging motion graphics and channel branding, increasing viewership metrics
- Designed user interfaces for websites focusing on intuitive navigation and visual appeal