



TANU PATHAIRIYA

UI/UX DESIGNER, BRAND STRATEGIST

CONTACT

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hanuman nagar,durg, chhattishgarh

SKILLS

Problem-solving
Design research
Brand design
Social media
User flow
Design thinking
High fidelity prototypes
Storytelling & presentation skills

TOOLS

Figma
Adobe photoshop
Adobe illustrator
Adobe xd

EDUCATION

MASTER OF DESIGN SPACE

NATIONAL INSTITUTE OF FASHION TECHNOLOGY |
KANNUR

STRATEGIC DESIGN MANAGEMENT
2021-2023

BACHELOR OF DESIGN

LOVELY PROFESSIONAL UNIVERSITY |
PUNJAB

FASHION DESIGN
2017-2021

SENIOR SECONDARY SCHOOL

BHILAI, CHHATTISHGARH

SCIENCE
2015-2016

PROFILE

I am a young experience designer, I make visual ideas and exploration, to convey thoughts that motivate, illuminate, or enrapture user. I aim to build intuitive interfaces, create impactful experiences, and enhance user satisfaction. With a passion for creativity and a drive to learn, I am excited to contribute and develop innovative solutions that positively shape the world.

WORK EXPERIENCE

DESIGN RESEARCH/BRAND DESIGNER

CHAMPARAN TEA PVT. LTD.

OCT 2023 - APRIL 2023

- Developed the brand identity and packaging design for champaran chai.
- Conducted research on target audience preferences and purchasing habits to understand the consumer of uttar pradesh.

CREATIVE DESIGNER

RECRUITNXT

JUN 2022 - SEP 2022

- Prepare creatives - banners, GIFs for digital presence.
- Working with the content team to create good quality posts.
- Working on improving website graphics.

FASHION STYLING

GRROOM, VIRTUAL

AUG 2020 - SEP 2020

- Understanding how the mood affects choices in fashion in males and females, the use of mood boards to help an individual make choices and set the tone for their day
- Understanding correlation between body shape and styling.

FASHION STYLING

NABA(NUOVA ACCADEMIA DI BELLE
ARTI), MILAN

JUN 2019 - JUL 2019

CERTIFICATION & COURSES

CREATIVE THINKING: TECHNIQUES AND TOOLS FOR SUCCESS

IMPERIAL COLLEGE LONDON

UI/UX DESIGN

INTERNSHALA TRAINING