Vanshika Agrawal (UI/UX Designer)

As a passionate designer, I leverage creativity to reflect designs that engage and resonate with the guidelines of the brand. Utilizing my design expertise, I deliver innovative solutions that meet user needs, and seamlessly enhancing everyday interactions.

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Behance - Projects Bē

AREA OF EXPERTISE

User Interface Designing, User Experience Design, Visual Design, User Research, Design Thinking, Usability Testing, Analytical Skills, Communication Skills, Problem Solving, Team Management, Cross Functional Team Coordination, Figma, Adobe Xd

EDUCATION

Atlas SkillTech University
B.Voc in Communication Design (UI/UX Design)
- CGPA: 8.02

May 2024
Mumbai

Smt. Sulochanadevi Singhania School : Commerce
ISC (Class XII) Examination: 89.93%

2020
Mumbai

Pawar Public School : Science
ICSE (Class X) Examination: 92.40%

2018
Mumbai

INTERNSHIPS

UI/UX Design Intern
Pixelkiosk Digital Pvt. Ltd. | Web development

May - July 2023
Mumbai

- Collaborated with developers and project managers to comprehend user requirements and create interactive user experiences.
- Designed and conceptualized user flows, graphic UI components, wireframes, and prototypes.
- Worked on micro-interactions to enhance user engagement and experience.
- Developed a thorough understanding of usability principles, ensuring detail-oriented and user-friendly designs.

Senior Design Intern
Tijoree Money | Fin Tech

March - May 2023
Mumbai

- Transformed micro-animations for web loading screens and user dashboards into engaging and dynamic visuals.
- Crafted original graphic designs for Instagram and LinkedIn platforms, captivating users with effective communication of product offerings.
- Designed festive/competition-related posts to enhance engagement and brand visibility.

Senior Graphic Design Intern
Enlighten Media Pvt. Ltd. | Advertising

May - Sept 2022
Mumbai

- Led a team of 4 junior designers and collaborated with the Croma design team
- Generated various creatives for Croma applications to drive traffic and boost product sales
- Partnered with product managers, sales heads, and cinema managers in an interdisciplinary team to formulate outdoor advertising strategies for MovieMAX cinemas, aiming to regain brand recognition and trust and consequently increasing daily sales.
- Maintained a keen attention to detail across all tasks while ensuring successful project execution.

Graphic Design Intern
Quantsapp Pvt. Ltd. | Option trading

May - July 2021
Mumbai

- Worked closely with the frontend developer to structure and map out the review page on the company website.
- Designed contest posts for various platforms such as Google Ads, LinkedIn, and Instagram.
- Ensured SEO-friendly product posts to enhance visibility and generate traffic for the company.

Research and Design
Bombae by Bombay Shaving Company

March - May 2023
Mumbai

- Managed a 12-member multi-functional team and led an experiential project for Bombae, to design their offline marketing campaign for the launch of a new product - the Hair Removal Razor for Women.
- Projected a 159% increase in product sales by establishing a unique selling proposition (USP) that resonates with the youth and Gen-Z girls in the target audience.

ACHIEVEMENTS

First Prize Achievement at BloomBox Flagship Event: Project DesignO: Developed an innovative application platform, and pitched the business strategy to a panel of judges. Demonstrated our ability to excel in competitive environments, and showcased our project's viability and potential to industry experts

PROJECTS

Tag Along | Web development	Helping Hands | Web development	Shri Mewad Icecream | Branding
Workforce360 | Web development	Love & Care | Web development	KOKO | Packaging design