



# GEERTHIKA LAKSHMANAN

## UI/UX Designer

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Portfolio Link :

[www.geerthika.com](http://www.geerthika.com)

[LinkedIn](#) | [Behance](#)

### EDUCATION

2022  
Designboat UI/UX School, (Certified)  
Bangalore, India

2015-2020  
B.Arch, Department of Architecture,  
Anna University, Chennai, India

### SKILLS

#### Software

Figma  
Sketch  
Adobe XD  
Invision  
Framer  
Google Analytics  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign

#### Design

UX Research  
Qualitative Analysis  
Quantitative Analysis  
UX Design  
Market Research  
Web/Mobile Design  
Wireframing  
UI Design  
Prototype & Test

#### Programming

HTML  
CSS  
Bootstrap  
JavaScript

### LANGUAGES

English - Fluent  
Tamil - Native  
Hindi - Intermediate  
(curious to learn more)

### ABOUT

A blend of UI/UX and Architecture. With 2+ years of experience in design field, My expertise has been in E-commerce, WEB 3.0 Blockchain Industry, HealthCare, Fintech products - with IOS, Android & Website Design. Knowledge of HTML5, CSS3 and JS with respect to design. Communication and team play has always been my strength. I'm open to relocation for the right opportunity.

### EXPERIENCE

#### UX UI Designer (Oct 2022 - Present)

GeekyAnts, Bangalore - Product company, Experience in UX Design Design system, Stakeholder interviews. Collaborated with product managers, designers, developers and marketing team to iterate and report the findings of the design deliverables of Geeklego.io using design sprint process.

#### User Experience Designer (June 2022 - August 2022)

Redd Experience Design (Company Merged) - B2C Worked on the crypto web projects, I contributed to the task of redesigning the marketing collaterals for the brand Persistence One with UX Research, Information Architecture, prototype and Interface Design including the pitch deck, BNB Deck, and PStake.

#### UI UX Designer (June 2021 - May 2022)

Freelance Designer B2B - Experie design thinking process, UX Rsearch, QA research, Persona, Journey maps, workshops, User flow, competitive research, Market study, wireframe and clickable prototype. Collaboration with startups in Storyboard, Colour psychology and Social media management.

#### Junior Designer (Jan 2020 - Oct 2021)

HCP design Planning & Management pvt.ltd, Ahmedabad - Worked on the project of 'Central Vista Redevelopment of India, Delhi'. Communication and Visual Design - Indian government presentation deliverables. Mock-ups, design guidelines and specifications.

#### Internship (June 2018 - March 2019)

SR+A Architects, Mumbai - Architecture Internship