



# 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 & Design,  
Anna University, Chennai, India

### SKILLS

#### Software

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

#### Design

UX Research  
Design System  
UI Design  
Qualitative Analysis  
Quantitative Analysis  
Tokens & Assets  
Web/Mobile Design  
Wireframing  
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. 3 years of experience in design field with Positive attitude, Adaptability and Reliability. My expertise has been in E-commerce, WEB 3.0 Blockchain Industry, HealthCare, Fintech products - with IOS, Android & Website Design. Knowledge of HTML5 and CSS3 with respect to design. I'm open to relocation for the right opportunity.

### EXPERIENCE

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

GeekyAnts, Bangalore - Product company, Experience in UX Design Building Design system. Collaborated with product managers, designers, developers and marketing team to iterate and report the findings of the Responsible design deliverables of Geeklego.io using design sprint process. Designer of framework MVP with successful product launch.

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

Redd Experience Design (Company Merged) - B2C Worked on the crypto blockchain WEB 3.0 Design System - Mobile, I contributed to the task of redesigning the marketing collaterals for the brand Persistence One with digital wallet Interface Design including the pitch deck, BNB Deck, and Design documentation.

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

Freelance Designer B2B - Design thinking process, (designing LoFi / HiFi mockups) Persona, Journey maps, Building and maintaining a design system, User flow, competitive research, HCI, wireframe and clickable prototype. Challenging collaboration with startups in 2D and 3D contents, Storyboard and Colour psychology.

#### 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 Typography.

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

SR+A Architects, Mumbai - Architecture Internship