



# 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 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 Typography.

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

SR+A Architects, Mumbai - Architecture Internship