

# Hi, I'm Anshita



Seasoned **Product Designer** with 3 years experience. 😊  
Skilled in UX/UI, brand, product design, and innovation.  
Proven ability to deliver **impactful solutions.** 🚀

anshita.designs@gmail.com    8319583148    Bangalore, India

**Experience**    **NetSepio**  
**Product Designer**  
Jan 2023 - Present  
Bangalore

- As the Lead Product Designer, I manage multiple projects simultaneously, producing design specifications including user research, product strategy, UI/UX design, and interactive prototypes.
- I collaborate closely with the team to help shape and implement growth and marketing strategies, ensuring the design aligns with the company's goals and enhances brand presence.
- Through user-friendly designs and optimized product strategies, I've helped improve user engagement, streamline processes, and contribute to the growth of the company.

**Designdrug**  
**Build 2.0**  
June 2023 - Aug 2023  
Remote

- The 90-day design challenges in the Designdrug community sharpened my skills and helped me tackle design problems more efficiently, improving my creativity and technical abilities.
- I explored motion design and animations, which expanded my skill set and allowed me to incorporate dynamic elements into my work, enhancing user engagement and experience.

**Shardeum**  
**Freelance Graphic Designer**  
Nov 2022 - Jan 2023  
Remote

- Designed logos, branding materials, and social media graphics, helped establish a consistent and recognizable brand presence in the blockchain space.
- Successfully managed project timelines and budget contributed to smooth workflows and timely campaign launches.
- Through thoughtful design, strengthened the company's brand, which played a crucial role in growing its audience and establishing them in the blockchain ecosystem.

**10k Designers**  
**Brand Experience Design**  
**Cohort 02**  
Oct 2022 - Dec 2022  
Remote

- I learned how to solve complex design challenges using storytelling and design methodologies, ensuring user-centric and impactful results.
- I developed skills in creating brand identities, logos, and UI/UX designs, which I now use to create cohesive brands and user-friendly digital assets.

**Blockflow**  
**Web Designer, Intern**  
Jul 2022 - Jan 2023  
Remote

- As a Web Designer at Blockflow, I created brand identity designs and developed user-friendly websites aligned with the company's vision of decentralization and blockchain technology.
- I developed a comprehensive design system for scalable foundation that included a detailed style guide and onboarding flows for their app.
- I helped with streamlining the app's interface, making it intuitive and user-friendly, which impacted an enhanced engagement and a strong brand identity in the Web3 space.

**Orbit Labs**  
**Freelance Web Designer**  
Dec 2021 - Jul 2022  
Remote

- As a Web Designer at Orbit Labs, a DeFi protocol, I crafted detailed website designs that were visually compelling but also resonated deeply with the target audience.
- I developed a strong brand identity through cohesive design elements, establishing a clear and recognisable visual presence for the company.
- The increased user engagement and a strengthened brand presence, which helped the company better connect with their users and communicate their vision effectively.

**National Chung Cheng University**  
**Student Researcher**  
**Internship**  
Feb 2022 - Jul 2022  
Taiwan

- Core Remote internship, Focused On Numerical Modelling of atmospheric pressure plasma jet, Skills Acquired are Fluid Mechanics, Plasma Physics, Thermodynamics, Fluidity

**Education**    **Veltech University, Chennai (T.N)**    B.tech Aeronautical Engineering  
Jul 2018 - Nov 2022    • GPA: 9.26

**Skills**

User Interface Design User Experience Design Prototyping	User Research Design Thinking Responsive Design Collaboration	Brand Development Data-driven Design Growth and marketing Mentorship	Python C++ Machine Learning in python HTML CSS
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**Tools**

 Figma	 Balsamiq	 Photoshop	 Adobe XD	 Canva	 Maze	 Midjourney
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