

PURVA P KUSHWAHA

LEAD UX DESIGNER

ABOUT

Experienced Lead UX designer with a strong UX design foundation, offering four & half years of expertise in creating impactful user-centred solutions, Proven ability to lead cross-functional teams, translate user insights into innovative designs, and adhere to design guidelines. Seeking a position where creativity, leadership, and a commitment to excellence converge.

WORK EXPERIENCE

Surekha Homes Pvt Ltd (India)

Senior UX Designer 2021 - Present

Accomplished Creative Professional excelling in Media Kit and Marketing Element design. Collaborating with small brands and startups, I bring visions to life through captivating visuals, spanning logos to websites. Adept in UX design leadership, product management, and creating impactful marketing collateral.

Paragon Business Solutions Pvt Ltd (India)

UI/UX Design 2019 - 2020

Digivalet is the world's first touch-based guest room experience solution whereas CasaDigi is for luxurious homes. Here, experienced in designing user interactive features like Food & Beverages, Chatbot, etc., and worked on many internal projects like revamping Digivalet Dashboard, CasaDigi Studio, etc.

Engineer Babu (India)

Graphic Designer Intern 2018 (6 months)

Crafted diverse product packaging designs & advertising assets, including logos, recruitment posters, and mock-ups for merchandise like t-shirts, cups, and laptop stickers.

Indore Technical Community & Microsoft Student Partner

2017 - 2019

Other Internships

- Affimantus Technologies, Indore (Website Development)
- L&T Electrical & Automation, Indore (IOT & Product Development Phases)
- Nuclear Power Corporations of India Ltd. (TAPS) Setup of PPPoE Authentication Server Development Phases

EDUCATION

Indore Institute of Science & Technology, Indore, MP, India


2015 - 2019 Bachelor of Engineering - Computer Science


- Accomplished event coordinator for prominent Techfest & Technical events with Microsoft and Facebook.
- Recognized as the Star Achiever in my college's Final Year, 2019.
- Achieved victory in Madhya Pradesh States Table Tennis, 2015.
- Selected for AICTE Conference, Japan, for the groundbreaking research paper on RNN Based Music Generation.
- Executed a major project, Smart Dustbin with GPS service, using IoT & Raspberry Pi.
- Developed the BookFood Website, streamlining caterer-user connections and aiding in budgeting for food items based on menu and guest count.


Atomic Energy Central School No.1, Tarapur, MH, India


2015 - 2019

CONTACT

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EXPERTISE

UX RESEARCH & WIREFRAMING



ARCHITECTURE INFORMATION



SKETCH, FIGMA & ADOBE XD



USER INTERFACE DESIGN



PRODUCT DESIGN & PACKAGING



INTERESTS



Travel



Music



Reading