

# ARSHITA SRIVASTAVA

## UI/UX Designer

Creative UI/UX Designer focused on optimising user experience through user research, UI/UX concepts, developing prototypes, creating innovative solutions and dynamic interface designs. Providing a compelling user experience to improve brand loyalty and customer retention by pushing creative boundaries.

arshita692@gmail.com

7065143206

Bangalore, India

20 January, 1995

Behance - <https://www.behance.net/Ars1ta>

[linkedin.com/in/arshita-srivastava-0511921bb](https://www.linkedin.com/in/arshita-srivastava-0511921bb)

## WORK EXPERIENCE

### UI/UX Designer

Liv Ezy

02/2021 - Present

Bengaluru

Liv Ezy (formerly known as Ral Fitness) was established in April 2019 with a vision to change people's lives through fitness.

#### Tasks

- Worked on re-designing company website ([www.livezy.com](http://www.livezy.com)).
- Designed desktop and web app version of user dashboard (To keep track of there activity) and admin dashboard (To keep track of clients).
- Designed social media post for re-branding and marketing.
- Worked with multi-disciplinary teams (Product, Business and Development ) to find solutions to design challenges.
- Produced high quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes using figma.

### NOC Engineer

SISL InfoTech

05/2019 - 07/2020

Delhi, India

PROJECT: GPON (Gigabytes Passive Optical Network) -(Client site BBNL)

#### Tasks

- Troubleshooting the issues experienced by the network engineer and field technician on field.

### Network Analyst

Bhilwara InfoTech

07/2017 - 09/2018

Noida, India

PROJECT: EXXONMOBIL (Client site HCL)

#### Tasks

- Trained and Supported end-users with software, hardware and network standards and use processes.

## EDUCATION

### B.Tech (Computer Science)

Shri Ram Murti Smarak College of Engineering  
Technology and research

05/2013 - 12/2017

72.12

### 12th

St. Michael's Convent School

07/2012 - 03/2013

### 10th

St. Michael's Convent School

07/2010 - 03/2011

## SKILLS

Figma

Adobe Suite

Invision

Visual Design

Wireframing

Prototyping

Informative Architecture

UX Writing

User Research

## LANGUAGES

Hindi

Native or Bilingual Proficiency

English

Full Professional Proficiency

## HOBBIES

Sketching

Doodling