

# Sameeksha Joshi

Mobile number: + 91 8805267461

LinkedIn: [www.linkedin.com/in/sameeksha-joshi-496577214/](https://www.linkedin.com/in/sameeksha-joshi-496577214/)

Email ID: [sameekshajoshiedu@gmail.com](mailto:sameekshajoshiedu@gmail.com)

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## WORK EXPERIENCE

### Script Lanes- Customized mobile, web and cloud solutions, Pune

- **UI/UX Designer** June 2021 - Jan 2025
  - Collaborated with cross-functional teams to translate project requirements and user needs, translating them into intuitive and visually appealing designs.
  - Gained foundational experience in user-centered design principles and best practices.
  - Assisted senior designers with various projects, contributing to design deliverables.
  - Conducted usability testing to ensure product quality and address potential issues guaranteeing smooth end-to-end functionality.
  - Ensured design accessibility across different platforms and devices to the design system along with maintaining design assets and documentation for efficient design workflows.
  - Established a standardized icon dimension system in Figma/Adobe XD, ensuring UI/UX consistency, alignment, and brand adherence.
  - Worked closely with developers to implement designs, providing guidance and support throughout the development process while keeping any design revisions updated with the developers as well as the client
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## EDUCATION

### Savitribai Phule Pune University

July 2017 - May 2022

Bachelor of Engineering in Computer Science

CGPA - 7.72 (First Class)

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## SKILLS

- Adobe XD, Figma, Adobe Photoshop
  - Manual testing, Data Flow Testing, Accessibility Testing, Browser Compatibility Testing, Visual Testing
  - Wireframes, Prototypes, High Fidelity Mockups
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## PROJECTS

### Ticketalay

- Led the design process for "Ticketalay," a mobile app for booking movie and play tickets, catering to the Marathi film industry.
- Spearheaded the design process from concept to delivery, collaborating with product managers, developers, and clients to define project goals and user requirements.
- Leveraged design expertise to adapt movie and play poster assets for various formats (cover, landscape, and placeholder), ensuring visual clarity and adherence to brand guidelines across marketing campaigns
- Designed and developed interactive theater seating charts in Adobe XD, enabling users to easily visualize, select, and purchase seats in real-time across diverse theater layouts.
- Link for **mobile app**:  
<https://xd.adobe.com/view/daef25d3-090c-432f-9f88-81ea59d7af64-8fbc/>
- Link for **website**:  
<https://xd.adobe.com/view/bb0ec9bd-5b30-4cd7-8f55-7dfce18ae87a-ee5d/>

## Dreams Redeveloped

- Conceptualized and designed a user-centric redevelopment solution facilitating transparent and efficient redevelopment solutions for residential and commercial spaces, simplifying and streamlining the process.
- Implemented secure and personalized login experiences for diverse user personas (developers, architects, lawyers, and residents) within residential complexes, optimizing communication and access to relevant information.
- Developed interactive web profiles for residential communities, leveraging user-friendly interfaces to present key information like RERA compliance, construction progress updates, interactive floor plan visualizations, detailed amenity listings, and downloadable society brochures
- Link for **project profile**:  
<https://xd.adobe.com/view/f0ce6d06-1521-4c92-a37d-678c15f086d9-a59d/>
- Link for **developer profile(desktop version)**:  
<https://xd.adobe.com/view/b6c6183c-8a77-441a-9cf6-4060bbeeb93e-e395/>
- Link for **developer profile (mobile version)**:  
<https://xd.adobe.com/view/367a6587-56bf-4035-90b4-bb473cd28f18-6329/>

## Utility Aid

- Implemented a user-centered web application for non-profit energy cost reduction.
- Streamlined invoice validation, provider switching, and account management functionalities to enhance user experience and drive cost savings.
- Link for **switching website**:  
<https://xd.adobe.com/view/c036883c-7902-4d98-9ba9-2d23d5b4b9ab-9565/>
- Link for **agent mobile app**:  
<https://xd.adobe.com/view/52059ccb-919f-49dc-ad29-deb5c92c490c-0756/>

## PawSpa

- Conceptualized and designed a cohesive web and mobile application for pet grooming services.
- Designed and developed intuitive user interfaces for scheduling appointments, selecting services (bath & blow dry, nail clipping, teeth cleaning), and managing pet profiles.
- Link for **website**:  
<https://xd.adobe.com/view/276ec205-784e-4ca8-983b-d94262e64e66-723d/>
- Link for **mobile app**:  
<https://xd.adobe.com/view/b3d26f11-0a25-47a4-9aa3-35f3bc601961-e681/>
- Link for **groomer's mobile app**:  
<https://xd.adobe.com/view/5ba51e9f-f4d6-45b8-90e8-12569cc2f403-0ef6/>