

# Aarushi Mishra

Digital Product Designer

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## Education

### National Institute of Design

M.Des. Information & Interface Design  
Bengaluru, India | 2012 - 2014

### Symbiosis Institute of Design

B.Des. Product Design  
Pune, India | 2007 - 2011

## Skills

### User Experience

Wireframing and Prototyping, Personas and Storyboards, Journey Mapping, IA, Visual Design, User Flows, User Stories, Accessibility.

### User Research

Survey Design, Survey Analysis, Competitive Analysis, Affinity Mapping, Contextual Inquiry.

### Programming

HTML/CSS, JS\*, Bootstrap Framework.

### Tools

Adobe Creative Suite, Sketch App, Figma\*, Invision, Marvel App, Principle\*, Office Suite, Mapbox Studio.

## Experience

### UX Consultant

Fybr

Remote | Mar'20 - Mar'21

### Senior UX Designer

Fybr

Bengaluru, India | Oct'15 - Feb'20

Led design projects from inception to execution. Helped with the design of smart city experience which included products for parking, agriculture, airports, etc. Worked closely with our data and engineering teams.

### UI/UX Designer

Housing.com

Mumbai, India | Jan'15 - Jun'15

Conceptualized and designed the online home-loan application for android and web modalities. Also, worked on the data collection app for rental properties.

### Product Design Intern

Citrix Systems

Bengaluru, India | Apr'14 - Oct'14

Joined as a part of my post-graduate degree project. I was responsible for researching and designing a humane file retrieval system.