




VAISHALI MADAN

UX DESIGNER

 Gurugram
 vaishali.madaan18@gmail.com
 +91 9210094092

SKILLS

- **UX/UI Design Tools:** Figma,
- Adobe Photoshop, Adobe Illustrator.
- **Design Techniques:** Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, Responsive Design, Interaction Design, Visual Design
- **Soft Skills:** Creativity, Problem-Solving, Communication, Time **Management, Research Skills**
- **Other Tools:** Microsoft Office Suite, Canva
- **Fashion Design Skills:** Trend Analysis, Fabric Selection, Pattern Making, Apparel Construction, Merchandising, Collection Development

EDUCATION

UpGrad | UI/UX Design Bootcamp 2024

- Mastered tools like Figma,
- Completed capstone projects focused on user research, prototyping, and usability testing.

NMIMS, Maharashtra | PGBDM in International Trade Management 2019 – 2021

NIIFT, Mohali | BSc. Fashion Technology 2012 – 2015

ACHIEVEMENTS

- Transitioned from fashion design to UX/UI design, merging aesthetics with usability.
- Known for innovative design solutions that boost user satisfaction and engagement.
- Led over 50 fashion collections, increasing client satisfaction by 20%.
- Streamlined merchandising workflows, reducing delivery times by 15%.
- Recognized for a visually appealing and user-friendly app during UpGrad Bootcamp.

PROFILE

Innovative UX/UI Designer with 8+ years of fashion design experience, skilled in user-centered design principles. Combines aesthetics and functionality to create engaging digital experiences. Proficient in design tools for solving user problems and recently graduated from UpGrad UI/UX Bootcamp, completing four impactful design projects.

EXPERIENCES

2024 **Shree Balaji Knits** **UX Designer**

- Spearheading UX design initiatives to enhance user experience for digital platforms.
- Conducting user research and usability testing to inform design decisions.
- Collaborating with cross-functional teams to deliver seamless and user-friendly interfaces.

2022 **Balance Fitness Lounge** **Graphic Designer & Social Media Handler**

- Created engaging social media content, including Instagram posts and videos, to boost brand visibility.
- Designed presentations and promotional materials aligned with brand identity.

2021 **Proex Fashion Pvt. Ltd.** **Senior Designer & Merchandise Planner**

- Led a team of six designers to launch innovative fashion collections.
- Collaborated with print designers to develop unique apparel designs that resonated with market trends.

2016 **EV's Fashion House** **Apparel Merchandiser & Designer**

- Designed fashion collections for leading Parisian brands, ensuring alignment with client needs and market demands.
- Managed production timelines, from concept to delivery, to ensure quality and efficiency.

Other Relevant Roles

- **Graphic Designer & Social Media Handler**, Ombre Craft (Feb 2022 – May 2023)
- **Graphic Designer & Social Media Handler**, Fabklean & Vedini (Feb 2021 – June 2021)

DESIGN PROJECT LINKS

- <https://www.behance.net/gallery/213500511/Sathya-Empowering-Women-with-PCOS-to-Reclaim-Balance>
- primefileadvisors.com
- kraduae.com
- twilearn.in