+91-7011582252        sharmarohitt08@gmail.com

# ROHIT SHARMA

## PROFILE

Creative and results-oriented UI/UX designer with a passion for building engaging product experiences and contributing to the growth of innovative startups. Proven ability to conceptualize, design, and implement user-centered interfaces that drive user engagement and business goals.

## SKILLS

- Software Design
- MS Office
- UI/UX design
- ServiceNow
- Creative problem solving
- Communication skills

## INTERESTS & KNOWLEDGE

- LAN/WAN/PATCH
- Cybersecurity
- Cloud Computing/ Cloud Security
- SDLC
- User access management
- Identity access management
- Active Directory
- Solution Architecture

## WORK EXPERIENCE

**Branding Consultant** (Freelancing)
Natures Beauty
2023-2024

Developed and implemented a comprehensive brand strategy, encompassing positioning, messaging, and visual identity. Designed a visually striking brand identity, including logo, color palette, and typography. Created marketing materials (brochures, business cards, social media graphics) aligned with brand aesthetics. Designed innovative packaging solutions to enhance product appeal and shelf impact.

**UI/UX Designer & Developer** (Freelancing)
Future Garages
2022 - 2023

Designed and developed a unique UI/UX for a website, incorporating AR capabilities for the featured product. Enhanced the quality of a 3D product model through texture improvements, redesign, and optimized lighting. Collaborated with web designers on innovative UI design, adhering to SEO best practices.

**UI/UX Designer & Developer** (Freelancing)
Precisely – The Opportunity Hub
2021 – 2022

Led the design and development of UI/UX for a product promotional campaign. Created a working animation prototype to showcase product features and enhance user engagement. Defined and implemented animation standards, incorporating techniques like anticipation and impact.

## EDUCATION

**Bachelor of Computer Applications (BCA)**
2019 - 2022 | I.T.S Ghaziabad

**Diploma Arena Animation – AAIP**
2017 - 2020 | Preet Vihar – Delhi

**NIOS 12th | 2017**

**DDPS 10th | 2014**