**ANISHA GUPTA** Delhi, India | +91-98765-43210 | anishadesigns@gmail.com | Portfolio | LinkedIn

### **Professional Summary**

Creative and detail-oriented **UI/UX Designer** with a background in **Architecture**, blending structural aesthetics with intuitive digital experiences. 1 year of experience designing user interfaces and experiences for web and mobile platforms. Skilled in Figma, Adobe XD, Illustrator, and motion design tools to bring concepts to life.

### **Education**

**Bachelor of Architecture (B.Arch)** School of Planning and Architecture, Delhi | 2018 – 2023

* Specialized coursework in Visual Design, Space & Form, and Ergonomics

### **Work Experience**

**UI/UX Designer | DesignVerse Studio, Remote** **May 2024 – Present**

* Designed web and mobile interfaces using **Figma** and **Adobe XD** for 6+ client projects
* Conducted usability testing and improved UX flow, increasing task success rate by 30%
* Collaborated with developers to ensure design consistency across platforms
* Contributed motion graphics using **After Effects** and **Lottie** to enhance user interaction

### **Skills**

**Design & Tools:**

* Figma, Adobe XD, Sketch, Photoshop, Illustrator
* After Effects (motion graphics), Blender (3D modeling basics)
* Wireframing, Prototyping, Responsive Design

**Specialties:**

* UI/UX Design, Interaction Design, Visual Storytelling
* Branding & Typography, Creative Web Design, User-Centered Design
* 3D Visualization (from architecture background)

### **Certifications**

* Google UX Design Professional Certificate (Coursera)
* Adobe Certified Professional – Visual Design
* UI Design with Figma (UX Crash Course – by DesignCourse)

### **Projects**

**1. Redesign of NGO Website (Freelance)**

* Conducted user interviews, redesigned structure for better accessibility
* Improved engagement by 60% based on Google Analytics

**2. Architectural Visualization to Interactive App**

* Converted a physical architectural model into an interactive app with clickable elements

### **Achievements**

* Winner, “UI Redesign Sprint” Hackathon at Design India 2024
* Featured in Behance India Portfolio Highlights – Feb 2025

### **Languages**

English, Hindi