

## SKILLS

- Development Tools - HTML, CSS, jQuery
- Designing Tools – Figma, Adobe XD, Photoshop, Illustrator
- 2D Animation Software - After Effects, Toon Boom
- Others – 3ds Max, Blender, Cinema 4D, V-Ray

## EDUCATION

Advance diploma in visual effects	Maac	July 2018 - Jan 2020
BA (EN)	Rajdhani College, Delhi University	July 2012 - May 2016

## WORK EXPERIENCE

### 3D Artist/UI Designer Amara Design Oct 2020 – Nov 2021

- Designed graphics and created 3D designs of interiors and furniture.
- Designed UI for company's sibling company Lets Travel using HTML, CSS. The design was created keeping in mind people who love to travel. Used high impact imagery designed in Photoshop and followed the principle of keeping it simple in order to lure customers. Ease in accessibility was provided **to minimize bounce rate for a company**.
- Created 3D designs of furniture and interiors for Abstraction Interiors and Furniture Artists between July 2020 and Sep 2020.

## EXPERIENCE WITH DESIGN THINKING PROCESS

- User Interface
- User Interviews
- Journey Mapping
- Competitive Analysis
- User Persona
- User Flow
- Wireframe/Prototyping
- Usability Testing
- Accessibility Audit
- Information Architecture

## PROJECTS ([BEHANCE.NET/DEVASHIDHINGRA1](https://BEHANCE.NET/DEVASHIDHINGRA1))

### UX/UI Design Kitchen Knight Feb 2022

- An app for food seekers and surplus food owners to prevent food wastage. In broader spectrum of **design thinking** shared my contribution in **Empathizing, Define, Ideate and Prototype**. **Designed logo, user personas, proposed design patterns, built user flows, mockups, low-fidelity wireframes and UI designs**.

### UX/UI Design Tea Zone Jan 2022

- An app in which user can buy tea from near tea vendors. target users were from corporate offices to home kitchen as well. Performed **Quantitative Research, Design Documentation** (Design Pattern and Information Architecture) and **UI design**.

### UX/UI Design Easy-Way Dec 2021

- An App in which users can scan medicines on prescription and read more about it. Designed UI which covered maximum principles of **UCD (user centric design)**, qualitative user research was performed.

### Web/UI Design Auto-pay July 2021 – Aug 2021

- A UI mock for a digital wallet website. **Created a simple and minimalist design** of the. Efficiently used Photoshop to create the landing page's layout. Converted PSD with the help of HTML & Vanilla CSS. Created the company's logo using Photoshop.
- Built user friendly UI with navigation bar having big, round icons suiting all age group of users. Provided image cards with more appealing details. CSS animation applied to the banner images to give **carousel effect**. Optimized layout by covering key features briefly to prevent scroll by the user.

### Web/UI Design Joy-Box July 2021

- Created a user-friendly design in Figma for an e-commerce website Joy-Box. The created design featured simple color combination which was a partial prototype in Figma. Used 2D animation GIF in the layout which was created using After Effects. Created the logo in Illustrator and Photoshop.
- Utilized media queries** to make its mobile version and iPad version. Used CSS for animation, create navigation dropdown, give hover. Used pseudo elements to create cart notification and section backgrounds. Saved user scrolls and click by utilizing Scroll spy effect. Used jQuery for Sign up alerts.