Aayushi Prasad,
UI/ UX Designer

Contact

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Industry Skills

- User Experience
- User Research
- Interaction Design
- Visual Design
- User Testing
- Information Architecture
- Storyboarding
- Wireframing
- Prototyping
- Design System

Tools

- Figma
- Figjam
- Adobe Creative Suite
- Axure
- Balsamiq
- Maze

Languages

- English
- Hindi (Native)

Work Experience

Unbundl UI Designer ⟶ Creative Designer
FEBRUARY 2022 - MARCH 2023

- Discussed with the stakeholder regarding all the design requirements to come up with informed design solutions.
- Collaborated with cross-functional teams to create wireframes, prototypes, and high-fidelity mockups.
- Collaborated with developers to maintain consistency at all levels.
- Facilitated design reviews and user testing sessions with the marketing team to gather feedback and improve design solutions.
- Made ad and social media creatives as well for different brands.

Education

Design Shift by Masai School Full Stack UI/ UX design
2021 - 2022, Bangalore

- Relevant coursework: Interaction Design, User-Centered Design, Design Thinking, Information Architecture, User Research, User Interface
- Worked on various projects which helped me to learn and enhance my skills

University of Delhi BA (Journalism Hons.)
2017 - 2020, KAMALA NEHRU COLLEGE, NEW DELHI

MDH International School 12th CBSE Board
2017, NEW DELHI

Professional Skills

Team Work, Creativity, Adaptability, Empathy, Organisation, Collaboration

Hobbies

Music, Painting, Artwork, Cooking

Industry Projects

Saral Homes UI Designer, Creative Designer
CHECK OUT WEBSITE

- A home decor brand.
- Discussed the brand, design requirements, timeline with the stakeholders.
- Collaborated with cross-functional teams to create wireframes, prototypes, and high-fidelity mockups
- Collaborated with developers and marketing team for testing and feedback.
- With a huge variety of products, challenges were faced while making information architecture. But with proper categorisation and iterations the problem was solved.

Amaara Herbs UI Designer
CHECK OUT WEBSITE

- Range of herbal teas.
- Designed wireframes, prototypes, and visual designs for mobile and web.
- Worked on design system and also directed the team for product photography and editing according to the brand essence.
- Collaborated with developers to ensure that designs were accurately implemented and met accessibility standards

Amydus UI/ UX Designer
CHECK OUT WEBSITE

- A plus size clothing brand.
- Designed wireframes, prototypes, and visual designs for mobile and web.
- Worked on a lot of iterations according to the feedback received.
- Required atmost accessibility and wanted to showcase the products as much.
- Collaborated with developers to ensure that designs were accurately implemented and met accessibility standards

SIF UI Designer
CHECK OUT PROTOTYPE

- Designed wireframes, prototypes, and visual designs for mobile and web.
- Concept of an online ayurvedic clinic providing customised haircare solutions and regimen products
- Worked on all the different flows according to different customised treatment, prescription and regimen.

Ad and Social media Creatives
CHECK OUT CREATIVES

- Along with UI and UX, I also worked on ad creatives and social media creatives of various brands at unbundl.

Personal Projects

Nykaa Redesign & Design System UI/ UX Designer
CHECK OUT CASESTUDY

- Researched and understood the brand properly.
- Did website audit and pointed out various issues with the user flow and design system.
- Worked on redesigning the flow and the whole design system and cloned the website again with changes.

Gamezard UI/ UX Designer
CHECK OUT CASE STUDY

- Researched and find out a problem in the gaming rental industry.
- Created a digital platform for renting gaming consoles and other accessories.
- Worked on end to end solution, research, wireframing, info architecture, user flows, user interface.

Artiva UI/ UX Designer
CHECK OUT CASESTUDY

- Did secondary research for an online art store.
- Information architecture, user flow, paper wireframes, hi-fi wireframes.

Dashboard Cloning UI/ UX Designer
CHECK OUT CASESTUDY

- Cloned a software dashboard, tweaked a little and derive an understanding out of it.
- Design system, user interface.

Thanks!

<u>Also check out my behance for more case studies</u>