

# Vidushi Tiwari

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## Profile Summary

With **3 years** of experience in designing user-friendly interfaces for web and mobile applications. Creative and detail-oriented, proficient in conducting user research, wireframing, prototyping, and creating visually appealing designs.

## Skills

- Design Tools: **Figma**, Photoshop, Illustrator
- Prototyping & Wireframing: Balsamiq, InVision
- User Research & Testing: Usability testing, User Interviews, Surveys, Information Architecture
- Design Principles: Responsive Design, Accessibility, Interaction Design

## Work Experience

**UIUX Designer - Traveleyaari** - Feb 2022 to Present (2+ years)

- **Government Projects Expertise:** Spearheaded the design of mobile applications and websites for various state government bus services, including Kerala and Karnataka. Delivered user-friendly, efficient solutions tailored to the needs of public transportation systems.
- **End-to-End Design Solutions:** Developed comprehensive digital experiences for bus and cargo services, ensuring seamless functionality from initial user interaction to final booking and service execution.
- **B2C Website & Application Design:** Designed seamless and efficient digital solutions for B2C businesses, facilitating smooth and easy operations.
- **Cross-Functional Collaboration:** Worked closely with stakeholders and developers to ensure the delivery of user-friendly, accessible products.
- **Prototyping & Wireframing:** Created wireframes and interactive prototypes to visualize and iterate on design concepts.
- **Usability Testing:** Conducted extensive user testing sessions to validate design decisions and improve product usability.

**UIUX Designer at Cleartrip** - Aug 2022 to Oct 2022 (3 months)

- **Client-Centric Design:** Collaborated closely with Cleartrip as a client, leading the design of their bus booking flow for the mobile application to enhance the user experience, delivering a product that met both user needs and client goals.
- **User Journey Analysis:** Conducted in-depth user behavior analysis to identify pain points and opportunities, leading to a design that reduced friction and improved overall user satisfaction.
- **Responsive & Accessible Design:** Ensured the design was fully responsive and accessible, providing a consistent and user-friendly experience across all devices.

## **Intern Graphic Designer at Unfinance - Oct 2020 to Mar 2021 (6 months)**

- **Community Engagement:** Designed user interfaces and graphics for India's leading community of millennial investors, increasing user interaction and engagement.
- **Graphic Design:** Developed marketing materials and digital assets, contributing to Unfinance's visual storytelling and brand growth.
- **Collaborative Projects:** Worked closely with content creators and marketing teams to align visuals with Unfinance's educational and marketing goals.

## **Education**

- UIUX Design - Dropout Academy (July 2021 - Dec 2021)
- MA English Literature - PT. Shambhunath University (2020-2022)
- BA Economics - JDMC Delhi University (2016-2019)

## **Achievements**

- State-Level Badminton Player
- National-Level Music Competition: Secured 1st rank in a national inter-school music competition, showcasing talent and dedication to music.
- Fashion Model: Collaborated with various brands as a fashion model, promoting products and enhancing brand visibility.