



Chennai, India  
+91 9342426349 · rashikavasudevan091@gmail.com

## Rashika Vasudevan

Designer with several years of experience working with clients to create and enhance the aesthetic design and functions. I amplify product satisfaction through intuitive design. Offering strong communication skills, an ability to collaborate and lead as a dynamic and dedicated professional.

### Skills

Adobe Creative Suite

Design Thinking

User Research

Sketching and Wireframing

Prototyping

Visual Design

Fast Learner

Ability to Work in a Team

Interaction Design

Problem-Solving

Adaptability and Learning

Product Roadmapping

User Journey Mapping

### Employment History

#### Freelance Designer, Chennai

June 2021 — Present

- As a freelance designer, I specialize in creating impactful posters, brochures, apps, and websites.
- I prioritize creativity and user empathy, ensuring that each design effectively communicates messages and addresses user pain points.
- My process involves thorough user research and staying updated with the latest design trends.
- I focus on delivering visually appealing, user-friendly, and innovative solutions that exceed client expectations.
- Overall, my work revolves around creativity, empathy, and a commitment to delivering high-quality designs.

#### UI/UX Designer at Leadup Technologies, Chennai

June 2021 — March 2023

- As a dynamic UI/UX designer at LeadUp Technologies, I've led captivating designs for 5 impactful projects, including 2 Android applications and 3 web designs.
- Using Figma and Adobe XD, I've created visually stunning interfaces that captivate users and elevate brand experiences.
- My mastery in wireframing with Visily and Balsamiq ensures seamless design workflows from concept to execution.
- I'm dedicated to exceeding client expectations by delivering intuitive, user-centric designs that drive engagement and satisfaction to new heights.

Product Designer at InGage Technologies, Chennai

April 2023 — Present

- Currently, I'm a Product Designer at a prominent product-based company, specializing in the digital therapeutics platform.
- I've been actively involved in every stage of the design process, from ideation and brainstorming to conducting user research, developing user personas, creating designs, and prototyping.
- My comprehensive involvement ensures a holistic approach to product design, resulting in user-centric and innovative solutions.

Education

B. Tech IT, M. Kumarasamy College of Engineering, Karur

June 2019 — April 2023

Links

[LinkedIn](#)

Languages Known

English

Tamil

Hobbies

- As a cybersecurity researcher and pentester, I've successfully identified vulnerabilities in major companies such as Google, Aditya Birla, and Upstox, contributing to their security posture.
- Additionally, I've trained over 100 students in cybersecurity pentesting techniques, equipping them with the skills to detect and mitigate security threats effectively.
- My work combines hands-on experience in bug hunting with a passion for sharing knowledge and empowering the next generation of cybersecurity professionals.
- I've delivered engaging talks to over 300 students, highlighting the latest booming technologies and their impact on various industries, fostering a passion for innovation and learning.
- My presentations focus on inspiring curiosity and exploring the potential of emerging technologies in today's dynamic world.

Declaration

I hereby declare that the above mentioned information are true to the best of my knowledge and belief.