

# RASHIKA VASUDEVAN

## Product Designer

+91 9342426349

@ rashikavasudevan091@gmail.com

https://www.linkedin.com/in/rashika-vasudevan-663346192/

Chennai



## EXPERIENCE

### Product Designer

#### ReZov Technologies

04/2023 Chennai

- I currently work as a Product Designer at a leading product-based company, specializing in a digital therapeutics platform.
- I actively participate in every stage of the design process, from ideation and brainstorming to conducting user research, developing user personas, creating designs, and prototyping
- This comprehensive involvement leads to a holistic product design approach, resulting in user-centric and innovative solutions

### Game Design Intern

#### InGage Technologies

10/2022 - 04/2023 Chennai

- Designed highly detailed 3D models to enhance user experience.
- Contributed to architectural walkthroughs, product animations, AR filters, and game assets for a wide range of clients

### UI/UX Designer

#### Leadup Technologies

06/2021 - 10/2022 Karur

- Delivered compelling designs for 5 high-impact projects, including 2 Android applications and 3 web designs, at Lead Up Technologies
- Created visually stunning interfaces using Figma and Adobe XD that captivate users and elevate brand experiences
- Mastered wireframing with Visily and Balsamiq to ensure seamless design workflows from concept to execution
- Dedicated to exceeding client expectations by delivering intuitive, user-centric designs that drive engagement and satisfaction to new heights

### Freelance Designer

#### Akira Corp

06/2021 - 10/2022 Karur

- As 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

## EDUCATION

### B.Tech Information Technology

#### M. Kumarasamy College of Engineering

06/2019 - 04/2023 Karur

## SUMMARY

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

## LANGUAGES

### English

Advanced



### Tamil

Advanced



## SKILLS

Adobe Creative Suite

User Research

Wireframing

Visual Design

Interactive Design

Quick Learner

People Handling

Problem Solving

Adaptability

Cybersecurity