Shruti Saxena

As a recent Information Technology graduate, I'm eager to embark on my professional journey. With a focus on leveraging my valuable skills and determination, I aim to positively impact the organization's growth while advancing my personal development.

📍 Kanpur, UP, India
📞 +91 9129067844
✉️ shrutisaxena217@gmail.com
in linkedin.com/in/shrutisaxena
Bē behance.net/shrutisaxena

Experience

o **Associate Graphic Designer**
UrbanMop - Dubai(remote)   Aug 2023 – Nov 2023
- Executed engaging social media content strategies, leveraging analytics to optimize campaigns for impactful marketing results.
- Created marketing collaterals, including brochures and social media graphics, contributing to visually engaging campaigns and elevating brand visibility and engagement.

o **Graphic Design Intern**
UrbanMop - Dubai(remote)   Mar 2023 – Jul 2023
- Executed engaging social media content strategies, leveraging analytics to optimize campaigns for impactful marketing results.
- Created marketing collaterals, including brochures and social media graphics, contributing to visually engaging campaigns and elevating brand visibility and engagement.

o **UX/UI Intern**
Salesine Technologies - New Delhi(remote)   Nov 2022 – Feb 2023
- Led product design and collaborated with cross-functional teams for successful product development.
- Designed visual UI elements, wireframes, and prototypes for web apps.

o **UX/UI Intern**
BsHappy Technologies - New Delhi(remote)   Jul 2022 – Oct 2022
- Focused on elevating efforts in user-centric, data-driven designs across all deliverables.
- Developed visual user interface elements, wireframe design mockups, and prototypes portraying how web applications function and look.

o **Web Development and Designing Intern**
Oasis Infobyte   May 2022 - Jun 2022
- Independently designed and developed a variety of front-end projects.
- Gained practical work experience in the web development industry**.**

Projects

Digital Wellness App: Created case study and UI of this app named 'DigiPlus'. The app is about reducing screen time by making them self-aware (ongoing)
Redesign App: Redesigned an app and added a few new features using Figma. [Project Link]
Dating App Case Study and App Design: Made a full case study on a usual dating app with an added feature using Figma, Adobe Illustrator, and Adobe Photoshop. [Project Link]
E-Book Website: Developed a landing page using CSS and HTML where the books are searchable by users. [Project Link]

Certifications

- **UI/UX Design and Graphic Design courses (certificate):** Google UX Design Certification, Pro App, and Great Learning.
- **Web Development:** Duke University (Programming Foundation with HTML, CSS, and JavaScript

Skills
Design Thinking | Prototyping | Wireframing | UI Mockups | Design Thinking | Frontend Coding | User Interface

Tools/Technologies
Figma | HTML | CSS | JavaScript | C Programming | Adobe Illustrator | Adobe Photoshop | Canva

Education
Dr. A. P. J. Abdul Kalam Technical University
Bachelor of Technology in Information Technology
2019 – 2023
Grade- 8.1
TechAnology
45 days workshop on product designing, UI/UX & Graphic Design
GrowthSchool

Achievements
- Got a score of **568** in **CoCubes** Test.
- Secured **5th Rank** in 'Design-O-Dash Competition' by **TechAnology**, a **48-hour National Level Competition**.
- Received **Certificate of merit in Class 10th** for obtaining Grade A1 in all the subjects.
- Got a **Social Justice Badge** in Social Justice Build Volunteer 2022 from 48in48.