

Neel Lakhwani

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Education

- **Pearl Academy**

2020

Bachelors in Communication Design,
majored in Interaction Design

- **Delhi Public School, R.K. Puram**

2017

Recipient of red tie & pin for excellence
in extra curricular activities

Skills

- **Interface Design**

Low fidelity paper wireframing

Figma, Sketch & Adobe XD for high fidelity
prototyping and developer handoff

- **User Experience**

Qualitative user research

Heuristic evaluation of interfaces

Usability evaluation with prototype
clickthroughs

- **Visual Design**

Illustrator, Photoshop and Procreate for
illustrations and graphics

Basic web design with HTML/CSS

Video editing and post-processing with
After Effects

Awards & Achievements

- **Merit Scholarship**

2019 & 2020

Scholarship based on academic
performance in 2nd and 3rd year.

- **Pearl Excellence Award**

2018, 2019 & 2020

Awarded for academic performance in
the top 1 percentile of the batch.

- **Runner up, Design 360**

2017

Second prize at IIIT Delhi's design
hackathon for designing a simpler
Internet Banking experience

Work Experience

Product Designer, Mindhouse

Jan '21 - May '21

- Worked on mindhouse.com redesign to introduce new services. Worked with growth team on ad campaigns to attract new users, as well as high-conversion landing pages.
- Reorganised the app for Android and iOS to better focus on the four categories of user goals. Shipped an improved way of managing live classes on the app based on user feedback.

Product Design Intern, Mindhouse

June '20 - December '20

- Explored directions for a visual refresh of the Android and iOS apps.
- Created a design system with modular components for text styles, colors, iconography, cards and illustrations.

Projects

ASCEND – E-Talk 2020

Freelance • Feb '20

- Created brand identity for E-Talk 2020, the flagship event of Sri Venkateshwara College's entrepreneurship cell ASCEND.
- Created digital and print collaterals including banners, standees, ID cards, flyers and social media posts for the event.

Forestika, Facilitating Early Childhood Education

Submission for Pune Design Festival • Jan '21

- A project on education that aimed at improving the quality of early childhood education. Forestika helps parents identify their children's learning styles and then provides learning content that works best for them.

EdJustice - Live Industry Project

Course Project • Oct '19

- Worked with Edjustice, an NGO, to create a communications app for their mentor-mentee program as part of a live industry project.
- Created a brand identity for the organisation, as well as print collaterals for a rally to demand better education for children.

InterCourses – Sex Education Simplified

Overnight Designathon • Aug '19

- Identified opportunities to improve on existing sex education tools and prototyped an app that allows children to explore topics related to sexual reproductive health at their own pace.

National Zoological Park experience

Course Project • May '18

- Visited the National Zoological Park in New Delhi to conduct research on the visitor experience. Identified problems and created a system for better navigation, reduced wait times and improved contextual information about the exhibits.