

# 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 2<sup>nd</sup> and 3<sup>rd</sup> year.

- **Pearl Excellence Award**

2018, 2019 & 2020

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

- **Runners 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 to convert clicks to paying customers.

Reorganised the Mindhouse app for Android and iOS to better focus on the four categories of user goals. Shipped an improved way of managing 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 for ease of designing and shipping updates.

## 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.

Create 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 wayfinding, reduced wait times and contextual information about the exhibits.