



RICHA NANIWADEKAR

UI DESIGNER

CONTACT

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TOOLS

ADOBE CREATIVE SUITE:

Photoshop, Illustrator, InDesign, After Effects

APP AND WEB DESIGN SOFTWARE:

Sketch, Invision, Flinto, Wordpress, Weebly, Canva

PRESENTATION SOFTWARE:

PowerPoint and Keynote

SKILLS

UI/UX Design

User Research

User Surveys, Interviews, Personas

Wireframing and creating mockups

Usability and Preference Testing

Prototyping and animating

Responsive web & app design

Basic HTML/CSS knowledge

Microsoft Office Suite

Windows and Mac OS X

Digital Photography

EDUCATION

UI DESIGN CERTIFICATE • 2018 - 2019

CareerFoundry

ASSOCIATE IN ARTS IN GRAPHIC DESIGN • 2014 - 2017

De Anza Community College

POST GRADUATE CERTIFICATE IN TRAVEL AND TOURISM • 2007 - 2008

Sophia Polytechnic, Mumbai

BACHELORS IN MASS MEDIA, ADVERTISING • 2004 - 2007

University of Mumbai

SUMMARY

UI Designer with over six years of direct experience in sales, marketing, and design. Keen eye for detail, talent for driving client satisfaction, and a track record of solving problems creatively.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER • 2018 - Present

YMCA OF SILICON VALLEY

- Produce compelling print-ready and digital graphics for various marketing purposes while adhering to the brand guidelines.
- Prioritize requests for flyers, posters, digital banners, event materials, t-shirt designs, brochures, and other marketing materials, and deliver them on time.

GRAPHIC DESIGNER • 2017 - 2018

10 BOOKS A HOME

- Created and led the design of digital and print assets for marketing, research, and fundraising purposes as the sole graphic and visual designer
- Developed digital images, infographics, flyers, illustrations, presentation decks, brochures, social media content, and website-related material.
- Updated website content using Weebly.

ILLUSTRATOR • 2013 - 2014

BAY AREA OLDER ADULTS

- Created artwork for a yet-to-be-published e-book. Designed the e-book cover, illustrated/sketched maps and events corresponding to the events in the book.

SR. SALES MANAGER AND TOUR MANAGER • 2009 - 2012

SACHIN TOURS AND TRAVELS LTD

- Built and managed a travel sales team from the ground up. Collaborated with stakeholders, trained, and led a sales team to design customized itineraries, travel quotes and vouchers. The department grew to four other team members.
- Solo-led 40-passenger group tours across Southeast Asia and the United States

JR. WEB MARKETING EXECUTIVE • 2008 - 2009

ORBIT CORPORATE AND LEISURE TRAVELS (I) PVT. LTD

- Designed web marketing and digital marketing materials including direct emails.
- Maintained and refreshed website content for online travel packages and other website related materials.

ACHIEVEMENTS

- Juror's Award for **Best Poster Design** at 2017 De Anza College Student Art Show
- **Served on program advisory committee** for De Anza College's Graphic and Interactive Design Department.