



# RICHA NANIWADEKAR

VISUAL AND UI DESIGNER

## CONTACT

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## TOOLS

### ADOBE CREATIVE SUITE:

Photoshop, Illustrator, InDesign,  
After Effects (basic)

### APP AND WEB DESIGN SOFTWARE:

Sketch, Invision, Flinto, Wordpress,  
Weebly, Canva

### PRESENTATION SOFTWARE:

PowerPoint and Keynote

## SKILLS

UI/UX Design

User Research

User Surveys, and Interviews

User 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

### A.A 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

A Visual and UI designer with over 6 years of combined experience in sales, marketing, and design. Brings to the table a keen eye for detail, a talent for dealing with demanding clients and stakeholders, and a track record of solving problems creatively.

## WORK EXPERIENCE

### GRAPHIC DESIGNER • Feb, 2018 - Present

#### YMCA OF SILICON VALLEY

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

### GRAPHIC DESIGNER • Aug, 2017 - June, 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.

### VOLUNTEER ILLUSTRATOR • Aug, 2013 - Apr, 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 • Aug, 2009 - Sept, 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-spasenger group tours across Southeast Asia and the United States.

### JR. WEB MARKETING EXECUTIVE • Aug, 2008 - May, 2009

#### ORBIT CORPORATE AND LEISURE TRAVELS (I) PVT. LTD

- Designed web marketing and digital marketing materials like direct emails.
- Worked on maintaining and refreshing 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 as a program advisor** for De Anza College's Graphic and Interactive Design Department