

DRASHTI PARSANA

Graphics Designer | UI Designer

Highly skilled Graphics and UI Designer with 1.7 years of experience in creating visually stunning designs and user-friendly interfaces. Passionate about combining creativity with usability to deliver engaging digital experiences. Seeking opportunities to utilize expertise in graphic design and user interface development to contribute to innovative projects and drive exceptional user experiences.

WORK EXPERIENCE

- **Graphics Designer and UI Designer** | Dec 2021-July 2023
Riofos Technologies Private Limited, Surat, Gujarat.
 - Collaborate with clients and stakeholders to understand project requirements and translate them into visually appealing and user-friendly designs.
 - Create high-quality graphic designs, including icons, illustrations, and UI elements, ensuring consistency with brand guidelines.
 - Design and prototype user interfaces for websites and mobile applications, focusing on usability and user-centered design principles.
 - Conduct user research and usability testing to gather insights and refine designs based on user feedback.
 - Collaborate closely with developers to ensure seamless implementation of designs and resolve any UI-related issues.
- **Self checkout Attendant** | Oct 2023 -Present
Walmart Supercenter, Trainyard, Ottawa.

SKILLS

- **Graphic Design:** Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other industry-standard software to create visually appealing designs for various digital platforms.
- **User Interface Design:** Extensive experience in designing intuitive and user entered interfaces for websites, mobile applications, and software, considering usability principles and user experience (UX) best practices.
- **Prototyping and Wireframing:** Proficient in using tools like Sketch, Adobe XD, or Figma to create interactive prototypes and wireframes, enabling effective communication of design concepts and functionality.

- **Typography and Layout:** Strong understanding of typography principles and the ability to create visually balanced layouts that enhance readability and user engagement.
- **Branding and Visual Identity:** Skillful in developing and maintaining consistent visual branding elements, including logos, color palettes, and typography, to ensure a cohesive brand presence across digital platforms.
- **Usability Testing:** Experience in conducting usability tests and incorporating user feedback to optimize designs and improve user experience.
- **Project Management:** Proficient in managing multiple projects simultaneously, coordinating with cross-functional teams, setting priorities, and meeting project deadlines.

EDUCATION

- **Diploma in Interactive Media Design** | September 2023 - Present
Algonquin College, Ottawa, ON.
- **Bachelor of Information Technology** | June 2022
Uka Tarsadiya University, Surat, Gujarat.

CONTACT

- Ottawa, Ontario
- +1 905-302-5034
- Drashti2000parsana@gmail.com
- LinkedIn: www.linkedin.com/in/drashtiparsana