

Shwetha Elisha

(Pronounced Shh-way-tuh El-eye-sha)

UI/UX Designer & Product Designer

Info

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Education

UI DESIGN CERTIFICATE

Career Foundry (2022-2023)

Specialization: Frontend Development

MASTER OF VISUAL ART (MFA)

College of Fine Arts, Bangalore University (2015-2017)

Specialization: Applied Art and Illustration

Percentage Obtained: Distinction 80%

[3.68 GPA]

BACHELOR OF VISUAL ART (BFA)

College of Fine Arts, Bangalore University (2011-2015)

Specialization: Applied Art

Percentage Obtained: First Class 72%

[3.55 GPA]

Design Skills

- Illustration & Graphic Design
- User Interface Design & Visual Design
- User Experience Design & Lean UX
- Product Design & Product Development
- Frontend Development
- Wireframing & Prototyping
- Branding & Web Design
- Typography & Iconography
- User Research & Usability Testing
- User Personas & User Journeys
- Responsive Design & Design Systems

Tools

- Figma
- Adobe XD
- Adobe Creative Suite
- VS Code: HTML, CSS, Javascript
- Github

Summary

A goal-oriented UI/UX & Product Designer with 7+ years of excessive training & experience in creative agencies. Known for creating visually appealing, user-centric designs and maintaining high standards in creative execution. Additional specialties include graphic design, illustration & frontend development. A team player with great communication skills and work ethics.

UI/UX Projects

UI/UX Designer & Product Designer | Career Foundry

Oct 2022- Jun 2023

- Applied user-centered & mobile-first approaches to conceptualize & design **Four** responsive apps using Figma & Adobe XD, resulting in satisfying & intuitive user interfaces.
- Conducted user interviews, user testing, surveys & A/B testing to research data & develop user flows, user personas & user journey maps.
- Designed 100+ high-fidelity screens, numerous mockups, prototypes & comprehensive style guides.
- Designed apps adhering to Material Design & Human Interface Guidelines.
- Coded and Developed a responsive portfolio website from scratch using three coding languages: HTML, CSS & Javascript.

[View my Projects here](#)

Work Experience

Illustrator & Designer | Self Employed

2016 - Present

- Craft various illustrations, logos, wedding invitations, children's books, caricatures, comics and other designs for a wide range of clients.
- Scrutinize and plan visuals to meet client expectations.
- Schedule projects and yield exceptional results while ensuring that they are completed in a timely fashion.

Designer & Printmaker | Boxcar Press, Syracuse NY

Feb 2022 - Dec 2022

- Created and facilitated designs for production of Wedding Invitations.
- Efficiently operated a 1950s vintage Heidelberg Windmill press to create beautiful, high quality wedding invitations, cards and other stationery products.
- Established communications and collaborated with team members with a focus on maximizing operations efficiently.

Brand Custodian (Contract) | Happy Ants Pvt Ltd, Bangalore, India

Mar 2018 - Jun 2018

- Contributed efforts towards creating company branding while designing content for their website and illustrating for advertising campaigns.
- Tracked and assessed brand competitors & altered the company's branding strategies based on current trends.

Creative Project Consultant | MullenLowe Lintas, Bangalore, India

Aug 2017 - Oct 2017

- Devised and crafted multiple posters, product packaging and ad campaigns for leading and popular Indian brands. Helped create visuals for video advertising.
- Created a successful course of advertising campaigns & delivered detailed proposals to senior management.