

# 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 Illustrator
- Adobe Photoshop
- Adobe XD
- VS Code: HTML, CSS, Javascript
- Github

## Summary

A goal-oriented UI/UX and Product Designer with additional skills in Frontend development, Graphic Design, and Illustration. Proficient in all aspects of the design process, from ideation to product launch. Known for creating visually appealing, user-centric designs and maintaining high standards in creative execution.

## 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 | Freelance

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.