

SHRINIDHI UPADHYA

Product designer/UX/UI DESIGNER

CONTACT

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Personal projects - https://www.behance.net/shrinidhi_upadhya

Summary

Experienced Product Designer and UX/UI designer skilled in creating intuitive and visually appealing digital experiences. Passionate about user-centric design that merges functionality and aesthetics seamlessly.

Aim to elevate brand offerings by distilling core target to its clearest and freshest visual form.

EXPERIENCE

Softobotics Technology UXUI Designer (2022-2023) Multiple projects simultaneously

Freelancing UXUI Designer and Graphic designing (2020-2022) VNB Health, Sanna Groups D-Factor, EKO Informatics

PROJECTS

Era of we

Sweden - Global coffee marketplace and community, uniting the entire supply chain and giving growers the rightful value for their brands.
<https://www.eraofwe.com/>

- Worked on 10 portals: Contributed to the creation and maintenance of 10 web portals.
- Designed screens for various devices: Developed screens for desktops, tablets, and mobiles, ensuring compatibility across different screen sizes.
- User research and problem-solving: Conducted research, addressed user needs, and improved the user experience.
- Task management with Jira: Handled and monitored tasks using Jira software for efficient project management.
- Bug tracking with BugHerd: Identified and tracked bugs using BugHerd software for effective bug management.
- Testing experience: Conducted end-to-end, UI, and usability testing to ensure quality and functionality.
- Problem-solving with stakeholders: Collaborated with stakeholders to understand and meet their requirements.
- Packaging designing: Designed 10+ coffee packaging for different coffee farms.
- Black Friday exclusive website: Created a website for Black Friday sales, designing an engaging and visually appealing platform.

TMS-Team Management System

India - A systematic platform for managing teammates within the company.
<https://portal.softobotics.com/>

- Research and ideation: Engaged in innovative research and ideation processes.
- Proficient in PrimeReact UI: Skilled in utilizing PrimeReact UI components.
- Understands employee and stakeholder requirements: Addressed essential problems for employees and stakeholders.
- PDF designs for payroll: Developed efficient PDF designs for payroll processes.
- User-friendly designs: Created intuitive interfaces for easy employee understanding.
- Flow testing: Conducted thorough testing to ensure smooth system flow.
- Screens for web app and mobile: Designed screens for web and mobile platforms.

Softobotics

Indian - Global Business Solutions IT, Provider for Client Success
<https://www.softobotics.com/>

- Created screens in two different design styles: Designed visually appealing screens using two distinct design styles to cater to diverse user preferences.
- Conducted card sorting for company services: Utilized card sorting techniques to organize and categorize the company's services, improving the overall information architecture and user experience.
- Designed custom icons: Created unique and visually appealing icons to enhance the usability and visual communication of the interfaces.
- Selected color palette and design structure: Carefully selected suitable color palettes and design structures to ensure a cohesive and visually pleasing user interface.
- Researched competitors and their services: Conducted comprehensive research on competitors and their services to gain insights and understand industry trends, contributing to the creation of competitive and innovative features.

Opsio

Sweden - Cloud based company Demands, and Wishes with AWS, Azure, and GCP Expertise
<https://opsiocloud.com/>

- User interviews: One-on-one interviews with users to understand needs, expectations, and frustrations. Uncover pain points and gain insights.
- Surveys: Online questionnaires to collect data on preferences, usage patterns, and satisfaction. Identify trends and patterns.
- Usability testing: Observing users interact with screens to find issues and improve usability. Collect data on actions, feedback, and difficulties.
- Information architecture: Creating a logical and intuitive structure for the screens, organizing content, and defining navigation patterns. This ensures users can easily find the information they need and accomplish their tasks efficiently.
- Wireframing and prototyping: Developing low-fidelity wireframes or interactive prototypes to visualize the layout, structure, and functionality of the screens. Prototyping allows for iterative design and early testing with users to refine the screens before implementation.
- Visual design: Applying appropriate visual elements, such as typography, colors, icons, and imagery, to create an appealing and consistent visual identity for the screens. Visual design enhances the user experience and helps establish a brand's visual language.

More PROJECTS

DXIA

Japan - Digital Projects - Trusted by Government Agencies and Diverse Industries
<https://d2zn49bd2a21wn.cloudfront.net/#/login>

TOFES4

Israel - Home reviews and tax commission management website
<https://tofes4.co.il/auth?returnUrl=%2F>

Cloudshrub

India - Cost-Effective and User-Friendly Database Solutions with Robust Cybersecurity
<https://dev.cloudshrub.com/>

Logo Designing

25+ logo designs from scratch and 9+ brand Guideline Design

EDUCATION

Diploma in uxui Design

(2021 - 2022)

EDIT Institute, Bangalore

Master of visual art

(2020 - 2022)

Karnataka Chitrakala Parishath, Bangalore
Major in Painting and Subsidiary in Graphic Design, Graphic art

Bachelor of visual art

(2017 - 2020)

Karnataka Chitrakala Parishath, Bangalore
Major in Painting and Subsidiary in Graphic Design, Graphic art

SKILLS

Interaction design

Mobile Design

Interactive Prototyping

UX Design (UX Process)

Web Design

Visual Design

Prototyping

Service Designing

System Designing

Storytelling

Design Research

Mjin

Japan - Digital momentum with advanced overseas technology
<https://dev.mjin.space/login>

HALO Studios

USA - Bridging Design, Technology, and Business for Seamless Solutions
<https://www.halostudios.tech/>

Resqtime

Platform where medical timing device related to cardiopulmonary resuscitation rescue time.

Founder create

India - Empowering Entrepreneurs with Structured and Streamlined Fundraising Management".
<https://dev.foundercrate.com/auth/login>

Brand designing

Era of we coffee product packaging brand guideline designing

Seqops

Sweden - Data analytics and generating the solutions
<https://staging.seqops.io/en/>

Glassworks

Israel - Unique eyewear store with an innovative approach, providing a world-class eyewear library in a dedicated space.
<https://www.glassworksdemo.com/>

Meter reading

India - Mobile application to calculate water and electric reading

Rental Truck

Empowering Efficient Truck Rental and Utilization Platform
<https://pdtruckrental-dev.robocore.systems/auth/standard/login>

Betterhold

Platform were relation are build and glowed

TOOLS / SOFTWARE



TESTING

Flow testing

Bug testing

Spacing testing

End to end testing

UI testing

End user testing

CERTIFICATES

Succeeded UXUI Designing certificate

Awarded Drakshasava Painting

SOFT SKILLS

Communication

Leadership

Creating things

Organizing

Problem solving

Team player

Coordination

Planner

INTERESTS

Painting

Badminton

Photography

Travelling

LANGUAGES

English

Kannada

Hindi