

# Shivali Gaur

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Rohini, Delhi  
+91-9205150410

## UX/UI DESIGNER

Creative thinker and versatile UX/UI Designer who blends scientific observation with hands-on design, delivering intuitive digital experiences and compelling brand identities across platforms. Experienced in user research, prototyping, and usability testing to craft products that balance user needs with business goals. Strong collaborator with developers and stakeholders, passionate about turning complex ideas into elegant, human-centered solutions.

## EXPERIENCE

<b>Graphic Designer</b> <i>Green Publication Services Private Limited</i>	Dec 2024 – Present <i>Gurugram, Haryana</i>
<ul style="list-style-type: none"><li>• <b>Designed and optimized websites and UI elements</b> using <b>Figma, Adobe Photoshop and Illustrator</b>, improving visual consistency and usability.</li><li>• <b>Created logos, branding assets, and digital creatives</b> aligned with established <b>brand identity guidelines</b>.</li><li>• <b>Managed Instagram pages</b>, producing <b>reels, posts, and social media graphics</b> to increase engagement.</li><li>• <b>Designed journal covers, website headers, and publication visuals</b>.</li></ul>	
<b>Design and Operations Executive</b> <i>Resource Mapping Consultancy</i>	Sep 2024 – Dec 2025 <i>Rohini, Delhi</i>
<ul style="list-style-type: none"><li>• <b>Designed and developed a responsive recruitment website</b> using <b>UX/UI best practices</b> and accessibility principles.</li><li>• <b>Built a complete brand identity system</b> including <b>logos, certificates, offer letters, and corporate assets</b>.</li><li>• Managed Instagram pages, designing <b>engaging reels and social graphics</b> based on visual hierarchy and user attention patterns.</li><li>• <b>Coordinated with clients and internal teams</b> to ensure <b>timely delivery</b> and alignment with business goals.</li></ul>	
<b>Freelance Graphic Designer</b> <i>Cosfem</i>	Mar 2025 – May 2025 <i>Remote</i>
<ul style="list-style-type: none"><li>• <b>Developed cohesive branding assets</b> including <b>packaging, labels, and presentation materials</b>.</li><li>• <b>Designed motion graphics and Instagram reels</b> to enhance <b>digital engagement</b>.</li><li>• <b>Produced website graphics</b> aligned with the brand's <b>visual language</b>.</li></ul>	
<b>Subject Matter Expert (SME)</b> <i>Physics Wallah Pvt. Ltd.</i>	May 2022 – Dec 2022 <i>Delhi</i>
<ul style="list-style-type: none"><li>• <b>Provided expert academic support</b> by solving complex student queries with clarity and accuracy.</li><li>• <b>Developed structured educational content</b> tailored to diverse learning needs.</li><li>• <b>Contributed to usability improvements</b> in <b>student-focused software platforms</b>.</li></ul>	

## TECHNICAL SKILLS

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Tools	: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro), CorelDRAW, Canva, Framer, Wix
UI/UX	: Prototyping, Wireframing, Information Architecture, User Research, Usability Testing, Responsive Design
Graphic Design	: Branding, Logo Design, Packaging, Social Media Graphics
Soft Skills	: Communication, Critical Thinking, Creativity, Teamwork

## PROJECTS

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Brand Identity & Visual Design (Logos & Cover Pages)	<a href="#">Link</a>
<ul style="list-style-type: none"><li>Designed logos and cover pages with a strong focus on brand identity, visual consistency, and clean aesthetics.</li><li>Applied principles of typography, color theory, and layout to ensure alignment with overall brand values.</li><li>Delivered polished visuals that enhance brand recognition and credibility.</li></ul>	
Cosfem (Brand Identity)	<a href="#">Link</a>
<ul style="list-style-type: none"><li>Developed a cohesive brand identity including labels, tags, website visuals, and social media creatives.</li></ul>	
Shine (Fashion App)	<a href="#">Link</a>
<ul style="list-style-type: none"><li>Luxury-focused fashion app with refined UI/UX design, modern aesthetics, and intuitive navigation.</li></ul>	
Resource Mapping Consultancy (Website Design)	<a href="#">Link</a>
<ul style="list-style-type: none"><li>End-to-end responsive website and branding project for a freight forwarding recruitment agency.</li></ul>	

## EDUCATION

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Bachelor of Science (B.Sc.) in Zoology	2021 – 2024
Delhi, India	
Kendriya Vidyalaya	2019
Delhi, India	Art Society Member (CCA)

## CERTIFICATIONS

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- Google UX Design Professional Certificate — Coursera
- UI Design for Web Development — Scrimba
- Microsoft UX Design — Coursera