

# ROSHNI SONI

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## EDUCATION

Bachelor's Degree in Design	National Institute of Fashion Technology, Raebareli, U.P.	2020 - 2024	8.3 CGPA
Ranked 2nd in Poster Competition   Awarded for Designing the Newly Launched Newsletter   Student Assistance Programme Member			

## WORK EXPERIENCE

### Appyhigh Technology LLP

Jan. 2024 - Present

Visual Designer | Figma, Illustrator, Photoshop, After effects

On-site | Gurgaon, Haryana

- Revamped the Phot.AI website interface, boosting user engagement by **20-30% growth in active users** within 4 months.
- Produced diverse creatives, banners, and assets to facilitate the successful launch of the design studio.

### Brewtech Marketing

Aug. 2023 - Dec. 2023

Junior Graphic Designer | Illustrator, Photoshop, InDesign, Premiere pro, After effects

Remote | Hyderabad

- Designed various engaging social media posts tailored to meet each client's unique brand standards and goals.
- Successfully grew the client base by 50%** through the delivery of high-quality design services, including websites, presentations, flyers, banners, and brochures.

### The Design Cart

June 2023 - July 2023

Graphic Design Intern | Illustrator, Photoshop, InDesign, Premiere pro

On-site | New Delhi

- Created a variety of engaging social media content, including packaging, banners, catalogues, and logos.
- Managed multiple client projects aimed at enhancing brand identity and social media presence, resulting in a significant **30% increase in user engagement** within 2 months.

### National Institute of Fashion Technology

Sept. 2022 - March 2023

Visual Design Intern | Illustrator, Photoshop, InDesign

On-site | NIFT, Raebareli

- Guided a team in creating visually stunning layouts for newsletters, **releasing 2 editions over a 7-month period**.

## PROJECTS

### Phot.ai | Figma, Illustrator, Photoshop

January 2024 - Present

- Spearheaded the development of a design system and crafted visually appealing assets for new tools.
- Creating captivating ad banners, graphics, and elements for the launch of a new design studio.
- Contributing to wireframing efforts for websites featuring new AI tools.

### DocMaster App | Figma, Illustrator

Feb. 2024 - Present

- Crafted the app's logo and interface with careful consideration of design principles.
- Enhanced user-friendliness and created new wireframes and prototypes with added improvements.

### Lumi Shop.in | Illustrator, Photoshop, Indesign, Procreate

Feb. 2024 - March 2024

- Revamped the logo and crafted a new brand identity, enhancing the company's visual representation.
- Crafted a new brand identity, including business essentials and website homepage design.

### The Peace Lab | Illustrator, Photoshop, Indesign

Jan. 2023 - March 2023

- Crafted a unique brand identity with a memorable logo and typography to boost online engagement.
- Developed compelling social media content, website, and app interfaces to drive interaction.

## SKILLS

Design Thinking | User Interface (UI) Design | User Experience (UX) Design | Mobile App Design / Web Design | Color Theory | Logo Design & Branding | Packaging | Visual Communication | Publication Design | 2D animation

## TOOLS

Figma | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | After Effects | Procreate | Sketch Up | Premiere Pro