

ROSHNI SONI

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EDUCATION

Bachelor's Degree in Design	National Institute of Fashion Technology	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