Saloni Kesarwani

UI/UX Designer

EXPERIENCE

- **Senior Designer (April 2024)**

  I generated digital assets for social media and online platforms, designed marketing content, and developed branding materials while working as a graphic designer at Dasaprakash. I handled several projects using the Adobe Creative Suite, worked on bespoke graphics with the marketing and sales teams, and communicated with customers to provide specialized design solutions. Along with making sure the final drawings were accurate and consistent with the corporate identity, I also prepped them for print and digital distribution.
  Tools Used: Illustrator, Canva, Photoshop, Corel Draw

- **UI/UX Design & Graphics (January - March 2024)**

  The House of Chikankari, a prominent clothing brand featured on Shark Tank, sought a website redesign, aimed to enhance user experience and visual appeal.
  - Designed Mailers and posters for users, The objective was to create a visually stunning and user-friendly interaction that promotes Chikankari items, encouraging engagement and driving sales for the company.
  - My contributions helped the company with brand identity refinement, while also enhancing user experience and interface design.
  - Tools Used: Figma, Canva, Adobe Photoshop, sketch

- **UI/UX Design (June-August 2023)**

  Blulex ought expertise in UI/UX design to develop an HRMS software for USI, focusing on streamlining processes such as payroll, leave tracking, performance reviews, hiring, and staff administration.
  - I conducted user research to gather requirements essential for crafting UI/UX designs
  - Created WIreframes for both mobile and Web Design.
  - Performed prototyping, interaction design, and developed user personas, employing design thinking principles to take informed visual design decisions.
  - Tools Used: Figma, Adobe Photoshop, Adobe Indesign

ABOUT AND CONTACT

Design enthusiast with a passion for creating products and interfaces that blend aesthetics with functionality. I strive to make that vision a reality. With a passion for design thinking, user research, and prototyping, I create products and interfaces that not only look great but also enhance the user experience. I strive to create products and interfaces that tell a story and leave a lasting impression. Seeking a challenging role where I can leverage my skills and experience to design products and interfaces that solve complex problems and enhance user experiences.

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EDUCATION

- Accessories Design (2020-2024) (National Institute of Fashion Technology)

SKILLS

- Figma
- Wireframing
- Prototyping
- Interactive Design
- User Interface Design (UI)
- Web Design
- Usability Testing
- User Research (UX)
- Illustrator
- Photoshop
- Research
- Adobe XD