

Samiksha Lokhande

UI/UX Designer

Digital experiences that are both visually appealing and easy to use are created with enthusiasm. Sharpened skills by using Figma, Adobe XD, Illustrator, Photoshop, and other design tools. The approach involves designing solutions that not only focus on aesthetic preferences but also satisfy consumer needs, ensuring that the end product meets quality expectations.

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Work Experience

UI/UX Designer

Mahindra & Mahindra

July 2024–Present | On Site

Designed user-friendly interfaces for a few projects. Conducted research, created wireframes, and designed visuals. Collaborated with teams to ensure successful implementation.

UI/UX Tutor

Tutedude

Nov 2024–Feb 2025 | Part-Time (Remote)

Recorded guided sessions for students in understanding core UI/UX principles, design tools (e.g., Figma, Adobe XD), and user-centered design methodologies.

UI/UX Design Intern

Superceuticals

October 2023–May 2024 | Remote

Designed healthcare suite for seamless UX. Created mock-ups/prototypes. Collaborated with cross-functional teams.

UI/UX Design Intern

Dreams Redeveloped

January 2023–June 2023 | Hybrid

Redesigned website for Dreams Redeveloped, created social media graphics, and conducted user testing to improve usability.

Skills

Technical Skills

- Design Tools: Skilled in using Figma, Adobe XD, Adobe Illustrator, and Adobe Photoshop to create designs and mock-ups. Familiar with framer for creating websites without coding.
- Development: Familiar with basic concepts of HTML and CSS for understanding web development processes.
- User Research: Experienced in conducting Usability Testing, User Interviews, Surveys, and applying Heuristics to understand user needs better.

Soft Skills

- Team Work
- Time Management
- Empathy
- Creativity

Education

MIT School of World Peace University (MIT-WPU)

Bachelor of Design (B. Des.) in User Experience Design

06/2020–05/2024 | 9.28 cgpa

Somaiya College(HSC [ERTX])05/2020 | 73.2%

Vidya Bhavan (SSC) 03/2018 | 89.4%

Academic Projects

Kaapad, A Mobile Website for Clothing Recycling

- Conceptualized and designed Kaapad, a mobile website connecting users with unwanted clothes to recycling companies.
- Implemented a reward points system for users selling clothes, redeemable for discounts on products listed by recycling companies.
- Incorporated gamification elements like quizzes, mystery wardrobe, and achievement levels to enhance user engagement.
- Conducted extensive research, including reading research papers, engaging with stakeholders, and studying competitors.
- Tested the website with users and iteratively improved the design based on feedback

System Thinking Analysis of the Electric Vehicle (EV) Ecosystem (Group Project)

- Conducted research on EVs, including advantages, disadvantages, and charging infrastructure.
- Created personas based on user insights and conducted cluster analysis.
- Developed causal maps and feedback loops to identify key challenges and opportunities.
- Utilized SWOT analysis to refine problem areas and define a problem statement.
- Generated ideation sketches and developed low-fidelity, mid-fidelity, and final design UIs based on user feedback.

MSRTC App Redesign for Enhancing User Experience for Public Transportation

- Conducted secondary research, including stakeholder interviews and competitor analysis.
- Utilized Jakob Nielsen's 10 usability principles for heuristic evaluation of the current MSRTC app.
- Engaged with users to create personas and understand their needs.
- Redefined the problem statement based on user feedback.
- Ideated design concepts, focusing on improving user flow and experience.
- Developed user flows and finalized the design iteratively based on feedback.

Additional Courses/Certificates

- UI/UX Design Course – Tutedude
- UI/UX Design Assessment – Learntube

Achievements

Second Runner Up – Urban Innovation Challenge 2024 (CEPT University)