Shashank Shekhar

Reg No.: 20221124
Bachelor Of Technology
Civil Engineering
Motilal Nehru National Institute of Technology
Allahabad, Prayagraj

📞 +91-9142759268
✉ shekhar.mnnit26@gmail.com
✉ shashank.20221124@mnnit.ac.in
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in Shashank Shekhar

EDUCATION

•**Motilal Nehru National Institute of Technology Allahabad,Prayagraj** — *2026*
Bachelor Of Technology,Civil Engineering — CPI: 7.48 (till 6th sem)

•**A.N.S College, Barh** — *2021*
Class 12th, (BSEB), Bihar — Percentage: 86

•**Saraswati Vidya Mandir, Barh** — *2019*
Class 10th, CBSE — Percentage: 85.2

EXPERIENCE

• **NEET Setu** — *March 2023-May 2024*
Co founder and CTO — Hybrid
  – Oversaw the **technical** and **professional** development of **50+** students through structured mentorship programs.
  – Led **10+** cross-functional meetings to align technical projects with business and operational goals.
  – **Designed** and **implemented** scalable digital solutions to improve learning outcomes and mentorship efficiency.
  – Collaborated with the founding team to define **product strategy**, **technology roadmap**, and **growth objectives**.

• **NotSoFormal** — *April 2025 - Present*
Marketing and Design Intern — Remote
  – Designed high-engagement visual assets using **visual hierarchy**, **spacing systems**, and **color psychology**, increasing reach from **1–2k** to **11k–34k**.
  – Improved click-through rate by **80 percent** through data-driven layout optimization, clearer **CTA placement**, and **systematic A/B testing**.
  – Partnered with the **founding team** to produce brand-aligned story assets, **product display UI**, and promotional visuals based on **usability-first design decisions**.
  – Developed a scalable **micro design system** to ensure **brand consistency** and smoother cross-platform UI experiences.

PERSONAL PROJECTS

• **Conversational Chatbot Mobile UI (Wireframing and Prototyping)** — *January 2025*
Designed the first-screen experience of a mobile chatbot using structured UX processes.
  – Tools & technologies used: **Figma** (Wireframes, Prototypes, Auto-Layout)
  – Built the initial **wireframe** defining **layout**, interaction paths, and **information grouping**.
  – Implemented **Miller's Law** to organize the first-page content into clear, minimal groups for **lower cognitive effort**.

• **Web UI for EV Bike Launch** — *August 2025*
Designed a promotional website interface for an EV bike launch with a clean, modern UI and user-centric flow.
  – Tools & technologies used: **Figma**, **UX Laws**
  – Applied **Hick's Law** and **Fitts' Law** to simplify navigation and **reduce time-to-action** on primary **CTAs**.
  – Designed responsive **hero sections**, **product views**, and info modules for seamless **cross-device experience**.
  – Created a structured design system (**buttons, type scale, color tokens, grid layouts**) ensuring interface consistency.

TECHNICAL SKILLS AND INTERESTS

Developer Tools: Figma, Framer, Auto-layout, Prototyping, Wireframing
Soft Skills: Collaborative Team Player, Adaptive Learner, Time Management, Prioritization Skills, Networking
Coursework: Microsoft Power BI – Data Analysis and Visualization (Office Master, Simplilearn); NumPy and Pandas for Data Analytics (Learntube.ai)
Areas of Interest: UI/UX Design, Product Design, Frontend UI, Digital Branding, User Research, System Design

POSITIONS OF RESPONSIBILITY

•**Member,CC Club** Gained knowledge of various front-end frameworks. — *2022-2023*

•**Member, Green Club** Organized plantation and animal welfare projects. — *2022-Present*

ACHIEVEMENTS

• **IMMUNOCON 2025** Designed event banner and posters with strong hierarchy and cohesive colors. — *2025*

• **Linkidge – Avishkar** Applied civil/structural engineering principles in bridge design challenge — *2024*

• **Finalist in Ziggurare** Showcased AutoCAD and STAAD.Pro proficiency at Avishkar's design event. — *2024*

• **Web Dev** Reached semifinals by developing an interactive frontend for a real-world design problem. — *2022*