

# SRISHTI SHARMA

📍 Bhopal, IN

Portfolio: <https://srishtiisharmaa.github.io/MyPortfolio/>

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## EDUCATION

**Postgraduate certification, Web development: Front-end design**

2023-2024

George Brown College, Toronto (GPA: TBD)

**Bachelors of Fine Arts, Animation and design**

2017-2021

Maan Singh Tomar University, India (Percentage: 77%)

## SKILLS

- **Adobe Creative Suite:** Proficiency in Photoshop, Illustrator, etc.
- **Web Design Tools:** Experience with Sketch, Figma and wordpress
- **Visual Communication:** Conveying ideas through visuals
- **Brand Identity:** Developing and maintaining brand guidelines
- **HTML/CSS:** Knowledge of front-end development basics.
- **Responsive Design:** Ability to create designs that work across various devices and screen sizes.
- **Attention to Detail:** Consistency and precision in all aspects of design.
- **Typography:** Understanding font selection, spacing, and hierarchy.
- **Prototyping:** Tools like Adobe XD, Figma, or InVision to create interactive prototypes
- **SEO Fundamentals:** Understanding how design choices affect search engine optimization
- **Color Theory:** Knowing how colors interact, evoke emotions, and affect design aesthetics.

## WORK EXPERIENCE

**UI/UX intern and Team lead at Local Grown Salads (Co-op) (May, 2024 - Present) Toronto, ON**

- **Pioneered visually cohesive website design using Figma**, integrating complex database structures for seamless user experience and functionality.
- **Delivered internal database website on time**, featuring comprehensive tables and formula data, **earning commendation from leadership**.
- **Adhered to strict brand guidelines** and maintained visual hierarchy across all pages, ensuring alignment with company standards.
- Demonstrated exceptional performance as solo designer, leading to **extended internship beyond initial unpaid co-op arrangement**.
- **Rapidly grasped complex database structures**, enabling efficient design and development of comprehensive internal website
- **Got promoted to UX Team lead** for showing promising results with the website design for Agronomist team.

**Graphic and Web designer at Tekhne Agency (Sept, 2022 - Aug, 2023) Mumbai, India**

- **Redesigned Prega News website** with senior UI/UX designer, boosting user engagement and brand perception.
- **Communicated with Prega News** to understand vision and deliver tailored solutions.
- **Developed impactful pitch decks** for internal and client presentations, showcasing visual communication skills.
- **Created engaging social media ads for top clients**, enhancing brand awareness and supporting marketing strategies.
- **Collaborated with design and marketing teams**, ensuring seamless alignment for client success.

### Associate Graphic designer at Affinity Express (Nov, 2020 - Dec, 2021) Pune, India

- **Delivered 20+ Google ads daily** in multiple sizes for international clients, ensuring timely delivery.
- Designed ads for **diverse sectors**, including real estate and fast food chains **in Canada and the US**.
- **Created animated ads** using Photoshop, enhancing digital campaigns and client engagement.
- **Met weekly productivity benchmarks** and project deadlines consistently, ensuring project success.
- **Collaborated with HQ in Chicago** to align designs with client expectations, improving satisfaction.

### Graphic designer at My Digital Buddy (Nov, 2019 - Nov, 2020) Gurgaon, India

- Designed ads and banners for **social media influencers and local stores**, boosting audience engagement by **40%**.
- **Collaborated with clients** to create visually appealing designs that aligned with brand strategy.
- **Developed static and video ads**, contributing to impactful marketing campaigns.
- **Increased audience reach and post engagement**, driving significant business growth.

## PROJECTS

- **Craigslist Redesign:** Chose to update and redesign Craigslist as part of a school project. Focused on enhancing the user experience by applying brand colors and a minimalistic design, improving the website's overall look and navigation.
- **Personal Portfolio Design:** Designed and developed a personal portfolio from scratch as a school assignment. This project allowed me to showcase my work while ensuring responsive and user-friendly web design, with a link provided on top of my resume.
- **Stock Image Website (Unsplash-like):** Created a website similar to Unsplash using an API integration. The platform allows users to upload and share stock images, providing an intuitive and seamless browsing experience for users.

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I am a versatile UX and Graphic Designer with extensive experience delivering impactful designs that drive engagement and meet business objectives. Currently, I am the UX Team Lead at Local Grown Salads, a Canada-based agro-tech company, where I was promoted in October 2024 after successfully designing a large-scale internal database website for the Agronomist team. This project, developed from scratch using Figma, organized complex data on seeds, plants, and grow formulas, streamlining operations and earning recognition from leadership. As UX Lead, I ensure consistency, efficiency, and adherence to brand guidelines across all team designs while collaborating with stakeholders to optimize workflows and enhance user experiences. Previously, at Tekhne Agency, I co-led the redesign of the Prega News website, significantly improving user engagement and brand perception, and created compelling pitch decks and high-performing social media ads for major clients. At Affinity Express, I designed over 20 Google ads daily, in both static and animated formats, for clients in Canada and the U.S. across industries such as real estate and fast food, consistently meeting tight deadlines and productivity targets. Earlier, at My Digital Buddy, I developed ads and banners for social media influencers and local businesses, increasing audience engagement by 40% through tailored creative solutions. Across all roles, I have demonstrated expertise in UX/UI design, prototyping, graphic design, and client collaboration, ensuring that all projects are delivered on time, aligned with brand strategies, and executed to the highest standard.

## Education

I am currently pursuing a Postgraduate Certification in Web Development: Front-end Design at George Brown College in Toronto, with my expected graduation in 2024. Previously, I earned a Bachelor of Fine Arts in Animation and Design from Maan Singh Tomar University in India, where I graduated with a 77% average.

## Technical Skills

I am proficient in Adobe Creative Suite (Photoshop, Illustrator), Figma, WordPress, HTML/CSS, SEO fundamentals, and responsive design.