Swati Sharma

Graphic Designer

Email
swatisharma04708@gmail.com

Portfolio Website
swatisharmaportfolio.github.io/uiuxportfolio.github.io/

Phone
(+91) 7428411078

Socials

Instagram
@designwidswati

Linkedin
swatisharma

Behance
behance.net/swatisharma30

Skills

User Interface Design	User Research Prototyping
Wireframing	
Graphic Design	HTML
CSS	Bootstrap
Search Engine Optimization (SEO)	

Tools

Figma	Adobe XD
Adobe Photoshop	Adobe Illustrator

Achievements

Got selected in the crowdsource meme project conducted by the ANKUR WARKOO (Author, Content creator and Entrepreneur)

My designed merch got appreciated by the American Director KEVIN SMITH

Experience

Interaction and Visual Communication Designer
Indian Institute of Technology (IIT Delhi) | Sep 2023 - Feb 2024

Developed and **executed design strategies** for CSC Balvidalaya project.

Designed and planned over **50+ stories** and coordinated **80+ activities.**

Used advanced **AI tools like Midjourney and Runway** for creating high-quality images and videos.

Demonstrated proficiency in **crafting aesthetically pleasing UI screens** for a yoga app.

Graphic Designer
Redemption Clothing | Freelance

Utilized **typography and illustration skills** to create unique and eye-catching t-shirt graphics.

Worked closely with clients to understand their design preferences and requirements.

Generated **realistic mockups** of t-shirt designs.

Summer Intern (SEO)
Interactive Avenues | Internship | June 2022 - Aug 2022

Created Meta Tags for well-known brands like **Royal Enfield** and **Oberoi Hotels.**

Developed informative and visually engaging **PowerPoint presentations.**

Performed **website audits** to identify areas for improvement search engine performance.

SEO Executive
Autus Digital Agency | Internship | Sep 2021 - April 2022

Managed multiple overseas client projects simultaneously, **Prepared detailed reports on SEO performance**, including traffic metrics, keyword rankings and backlink profiles.

Crafted **compelling meta tags** to optimize click-through rates and enhance search engine visibility for client websites.

performed **off-page seo** to enhance authority of client websites.

Education

Diploma in UI/UX Designing
Arena Animation | Sep 2022 - Sep 2023

B.Com
Delhi University (school of open learning) | Aug 2019 - Sep 2022

Diploma in Computer Application (DCA)
Himalayan Garhwal University | Aug 2019 - Oct 2021