Swati Sharma

UI/UX Designer

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Portfolio Website
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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

SEO Executive
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.

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.

Graphic Designer
My Design Minds | Internship | March 2021 - April 2021

Created **professional social media visuals** for company's social media handles.

Conducted **research on industry trends, competitor strategies, and social media design best practices** to create graphics that are pertinent and visually appealing.

Education

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

Diploma in Computer Application (DCA)
Himalayan Garhwal University | Aug 2019 - Sep 2022

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