

# TANU KAUSHAL

## Senior UI/UX Designer | Project Handler

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### SUMMARY

**Senior UI/UX Designer & Project Lead** with over 4+ years of hands-on experience crafting user-centric digital solutions. I specialize in delivering modern, intuitive, and responsive designs across web and mobile platforms, with a strong eye for detail and a deep understanding

### PROJECTS

#### NGO Project

Worked on an NGO project, defined user cases, and designed high-fidelity mockups.

[Project Link](#)

#### Clinic Mobile App

Designed a clinic app for doctors and created interactive prototypes.

[Project Link](#)

#### Contactless App

Designed an app to send messages directly on WhatsApp without saving contacts, and developed interactive prototypes

[Project Link](#)

#### Web APP

Designed a Web APP for sending bulk campaign on WhatsApp in one click

[Project Link](#)

#### Website Design

Designed a multiple pages with different section for the websites.

[Project Link](#)

### SKILLS

#### Design -

- |               |                      |
|---------------|----------------------|
| • Figma       | • Prototyping        |
| • Adobe XD    | • Wireframing        |
| • Illustrator | • Interactive Design |
| • Photoshop   | • Design System      |
| • Miro        | • Responsive Design  |

#### Tech -

- |            |                 |
|------------|-----------------|
| • HTML     | • WordPress     |
| • CSS      | • Bootstrap     |
| • Tailwind | • React (Basic) |

#### Additional -

- |                   |                |
|-------------------|----------------|
| • Team Lead       | • Multitasking |
| • Project Lead    | • Teamwork     |
| • Client Handling | • Adaptability |

### LANGUAGE

English & Hindi

### EXPERIENCE

#### Zversal Pvt Ltd

📍 Mohali, Punjab

#### Senior UI/UX Designer | Project Handler

August 2020 - Present

Started as a **UI/UX** Intern, quickly demonstrated strong design skills, attention to detail, and leadership qualities, leading to a series of rapid promotions. Progressed from UI/UX Designer to Senior UI/UX Designer, then took on the role of Project Handler, and currently serving as the Operations Head.

#### Key Responsibilities & Achievements

- Led the design of modern, responsive websites and mobile applications across various industries.
- Managed full project lifecycle — from requirement gathering to prototyping, UI design, and final delivery.
- Handled direct client communication for briefings, feedback, and approvals.
- Oversaw bot flow creation and client onboarding using the ZBot platform.
- Mentored junior designers and coordinated team efforts to maintain quality standards.
- Managed internal operations, task delegation, and ensured smooth cross-functional workflows.
- Delivered **20+ high-impact digital products** with a strong emphasis on user-centric design, responsiveness, and performance optimization.
- Increased client retention by **40% by streamlining onboarding** and maintaining consistent communication throughout the project lifecycle.
- Reduced design-to-development turnaround time by **25% through improved workflow systems** and standardized design handoff processes.
- Promoted from **Intern to Project Lead within 3 years**, based on performance, initiative, and ability to manage cross-functional teams.
- Mentored a team of **5+ junior designers**, resulting in a 40% improvement in team productivity and design quality.
- Built and maintained scalable design systems that reduced **repetitive tasks by 30%**, enabling faster project delivery.
- Led chatbot UX initiatives through ZBot, which **resulted in a 50% increase in user onboarding speed** and smoother client integration.
- Collaborated with development teams to meet aggressive launch timelines, ensuring **100% on-time delivery** across all major projects.
- Conducted user research and usability **testing across 10+ projects**, leading to design adjustments that improved overall task completion rates by 35%.
- Increased mobile responsiveness scores by **40% through UI optimization** and cross-device testing on key client applications.

#### Ad2pro Multinational Company

📍 Chennai Tamil Nadu

#### Intern Graphic Designer

January 2020 - July 2020

Worked as a Graphic Design Intern at Ad2Pro Media Solutions for 6 months, where I contributed to the design of international marketing creatives including social media posts, print ads, and newspaper layouts. Collaborated with senior designers to deliver brand-consistent visuals under tight deadlines, gaining hands-on experience in real-time client projects and enhancing my skills in layout design, visual storytelling, and cross-platform branding.

### Education

#### Chitkara University

📍 Rajpura, Punjab

Bachelor of Fine Arts in Applied Arts

June 2017 - May 2021

#### Rudra International School

📍 Una, Himachal Pradesh

High School (Non- Medical)

April 2015 - March 2017