Ishmita S

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Education

Hindustan University

Master of Science, User Experience Design   2021 - 2023

Sathyabama University

Bachelor of Engineering, Computer Science   2016 - 2020

Experience

Nutshell Advertising   Hyderabad, India

User Interface & Graphic Design Intern   February 2024 - Present

Workfall   Remote

Content Marketing Intern   December 2022 - February 2023

- Conducted qualitative market analysis for understanding competitors' marketing strategies
- Compiled trends and ideas using moment marketing techniques
- Designed business posts according to the customers' core needs

Courtside   Remote

Graphic Design & Illustration Intern   March 2021 – May 2021

- Customized and illustrated sneaker art using Adobe Illustrator
- Visualized and modified sketches using Adobe Photoshop from conceptualization to digital finish
- Extracted and identified key insights from the client's requirements throughout the entire design cycle

Yercaud Electronics Pvt Ltd   Chennai, India

.NET Development Intern   December 2018 (1 Month)

- Assisted in building an automated service management system for call centers
- Maintained and implemented an information gathering database for electrical faults using SQL

Certifications

- *Artificial Creativity (In Progress)* - Coursera (Parsons School of Design, The New School)
- *Human-Computer Interaction I: Fundamentals & Design Principles* - edX (Georgia Tech)
- *Graphic & Web Design* – Image Creative Education
- *Command Line Course* – Codecademy
- *Game Development (Workshop)* – Sathyabama University
- *Entrepreneurship Development (Event)* – Rotary Club of Madras East

Skills

Adobe XD • Figma • Sketch • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Fresco • Adobe Premiere Pro • Miro • Tableau • HTML • CSS • SQL • Microsoft Office • Canva • Notion