Tarushi srivastava
UX & UI Designer

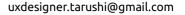uxdesigner.tarushi@gmail.com ✉

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Noida 📍

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With 1+ year of marketing experience, I am versatile and creative, simplifying complex ideas into intuitive interfaces for optimized user experience. Thriving in fast-paced, collaborative environments, I deliver innovative solutions.

WORK EXPERIENCE

Lead Brand Communications
Buoyant Apparels & Services

02/2022 - 10/2022 *Bangalore, India*

Buoyant Apparels & Services: E-commerce team for lifestyle and personal care.

Achievements/Tasks
- Oversaw Humane Wellness & Nektar from inception, including branding, product design, and managing creatives.
- Conducted user research with 25+ participants through surveys, interviews, research, and focus groups.
- Directly communicated with clients and collaborated with the team and vendors
- Managed the creative talents & marketing for social media.

PERSONAL PROJECTS

Rent Homes - Responsive Website (Adobe XD) (02/2023 - 03/2023)
- Utilized top design tools: Adobe XD, Miro, and Photoshop.
- The project aimed to improve the rental property search experience through an innovative swipe-right feature and user research.

TheaterIt - Mobile App (Figma) (11/2022 - 01/2023)
- 1. Utilised top design tools: Figma, Miro, and Photoshop
- TheaterIt: streamlined movie booking app with clutter-free UI that quickly books seats and offers add-ons.

EDUCATION

Masters in Literature (MA)
Amity University

2019 - 2021 *Noida*

Research Paper
- Wrote an individual research paper about "Representation of women in Kalidasa' plays."
- Completed an independent research paper on "Depressive Complacency: Psychosocial Interpretation of Young Adult Novels."

Bachelors of Arts (BA)
Lucknow University

2016 - 2019 *Lucknow*

Subjects
- English, Economics, and Ancient History.

SKILLS

Figma | Adobe XD | Photoshop | Illustrator | HTML | Usrer Research | Wireframing | Prototyping | Usability Studies | Communicative | Detail Orientated

CERTIFICATIONS

Google UX Design Professional Certificate (09/2022 - Present)
User research, storyboarding, paper & digital wireframe, lo-fi & hi-fi prototyping, usability research, refining the product

Gamification in UI/UX - UIUX Global (02/2023)
Learnt to enhance user motivation, encourage user retention, and improve user experience.

My Captain Psychology Course (10/2020 - 11/2020)
Topics covered included perception, emotion, personality, mental health, research methods (surveys, observations, and case studies)

LANGUAGES

Hindi
Full Professional Proficiency

English
Full Professional Proficiency

German
Limited Working Proficiency

INTERESTS

Dance - Kathak | Painting (Youtube Channel) | Books | Travel