

Vaidik Sharma

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Work Experience

Freelance

UI/UX & GRAPHIC DESIGNER

Indore, India

Feb 2022 – Present

- As a freelance UI/UX designer, I have had the opportunity to work across diverse sectors, including healthcare, ed tech, esports, finance, travel, and more. Over the past 1.5 years, I have successfully collaborated with over 15 clients, bringing their unique visions to life through compelling design solutions. With meticulous attention to detail and a strong commitment to meeting deadlines, I have consistently delivered projects that align with the specific needs of each sector. Drawing on my extensive knowledge and expertise, I strive to create user-centered experiences that seamlessly merge aesthetics with functionality.

Kxeta Health

Indore, India

UI/UX & GRAPHIC DESIGNER

Nov 2020 – Feb 2022

UI/UX Designing

- Researched user intent and analyzed data to revamp the complete website design.
- Applied heuristic analysis, UX and Visual Design Laws to create an aesthetically pleasing and user-friendly interface.
- Resulted in improved user experience, decreased cognitive load, increased conversions, and facilitated smooth handoff to developers for pixel-perfect implementation.

Graphic Designing

- Created visually appealing packaging designs for physical products, receiving positive feedback from a large customer base.
- Collaborated closely with the creative team to understand requirements and conceptualize impactful visual designs that effectively conveyed messages.
- Increased social media reach by 40% within one month by designing and implementing engaging graphics for various platforms, and also demonstrated proficiency in designing for print materials.

NeuraTech Innovations

Indore, India

UI/UX DESIGNER

Jan 2018 – Nov 2020

- Conducted requirement analysis, stakeholder surveys, and user research to inform website/app design decisions.
- Utilized techniques like guerilla testing, affinity wall, and need finding analysis to create user personas and develop a well-structured sitemap.
- Facilitated the development of high-quality, user-centric websites/apps by mapping prototype sketches, collaborating with developers, and ensuring pixel-perfect implementation for an enhanced user experience.

Skills & Tools

UI/UX Designing:

Figma, Adobe XD, Sketch, Balsamiq, FlowMapp

Graphic Designing:

Adobe Illustrator, Adobe Photoshop, CorelDRAW

Photo & Video Editing:

Adobe Lightroom, Adobe After Effects, Adobe Premiere Pro

Communication & Collaboration:

Slack, Trello, Basecamp

Technical Skills:

HTML, CSS, C Programming Language

Education

Acropolis Institute of Research & Management

Indore, India

BACHELOR OF TECHNOLOGY IN COMPUTER SCIENCE

July 2018 – June 2022

GPA: 7.2

S.I.C.A (Sch 54) School

Indore, India

HIGHER SECONDARY IN SCIENCE AND MATHEMATICS

Apr 2014 – Feb 2018

GPA: 12th: 72%, 10th: 8.8 CGPA