**VISHAL KASHYAP**

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**EXPERIENCE**

**Jyesta Corporate Entity**

*Campus Ambassador**Feb-Mar 2025*

* Executed targeted campus marketing strategies, driving brand visibility and increasing student engagement by **20%.**
* Identified and nurtured potential users, converting **100+ leads** into active customers.
* Established partnerships and collaborated with student communities to expand market reach
* Conducted **market research**, providing insights to optimize marketing strategies

**PROJECTS**

**Apple Website Redesign (Web UI ,Figma)** [**Design Link**](https://www.figma.com/design/qL5XYOnGOOLo8y9ZE50pmh/Apple-website-design?node-id=0-1&t=FLzasUHOQyu6lDWs-1)

Recreated a sleek, minimal Apple-style homepage focusing on layout precision, product sections, and visual hierarchy.

* Used Figma auto-layouts, grids, and reusable components for consistency.
* Emphasized branding, whitespace, and smooth scroll behavior in the prototype.
* Practiced pixel-perfect alignment and responsive design principles.

**Login Page(Figma)** [**Design Link**](https://www.figma.com/design/D6fCYQhQNbdrbdDNrwx8xL/Light-Mode-Login-Page?node-id=1-343&t=s40vy69jdTQTTmGV-1)

Designed a clean, responsive login interface with focus on usability, form validation, and user-friendly layout.

* Created a minimal and intuitive layout for user authentication
* Used components and auto layout in Figma to ensure consistency and responsiveness.

**Trading Dashboard UI Design (Inspired by TradingView) – Figma** [**Design Link**](https://www.figma.com/design/gPDv4munTSGjBpZiKTCyZa/Trading-View-Redesign?node-id=1-7808&t=FLzasUHOQyu6lDWs-1)

Designed a sleek, data-driven trading dashboard interface, inspired by TradingView, to visualize market trends and track investments.

**●** Created live charts, data visualizations, and a real-time stock ticker.

● Focused on dark mode design for low-light usability and clean, intuitive navigation.

● Prioritized data clarity with color-coded gains/losses and responsive layouts for desktop and mobile

**E-BIKE Web UI Design (Figma,Canva)** [**Design Link**](https://www.figma.com/design/phsWkX9f2tY8fEvLYV4z5z/E-bike-Web-UI-Design-Prj-by-Vishal?node-id=1-2&t=o5ez2VcZ6ipSkwmu-1)

Designed a modern and responsive website UI for an electric bike brand, focusing on product showcase, user interaction, and clean navigation.

● Created homepage, product detail pages, and CTA sections optimized for conversion

● Focused on eco-conscious design language and a seamless user experience for potential buyers.

● Used Figma for wireframing and interactive prototypes; Canva for branding and visual elements.

● Applied UI principles such as hierarchy, whitespace, and visual consistency.

**POSITIONS OF RESPONSIBILITY**

**USC COMMUNITY - KIIT**

*Event Manager Aug 2024 – Present*

* Experienced in planning and executing events, managing teams, budgets, and logistics efficiently, Gained insights into organizational values and built connections with peers and leaders.
* Built peer & industry connections through event planning and execution.

**EDUCATION**

**KIIT UNIVERSITY – Bhubaneswar, India** *2022-2026*

Bachelor of Technology, Computer Science and Engineering CGPA: 8.57

**TRINITY GLOBAL SCHOOL – Patna, Bihar, India** *2020-2022*

Intermediate Grade: E (85)

**CENTRAL PUBLIC SCHOOL – Chhapra, Bihar, India** *2018-2020*

Matriculation Grade: E (87)

**SKILLS**

**Design Tools:** Figma, Adobe XD, Canva, Photoshop (basic)

**UX Skills:** Prototyping, User Research, User Flows, Responsive Design, Accessibility  
**Dev (Basic):** HTML, CSS, JavaScript,React

**AI Platforms**: OpenAI GPT (or specific AI tools you're using)  
**Soft Skills:** Team collaboration, Creative problem-solving, Communication, Time Management

**Certifications :**  Google UX Design Certificate (Coursera), - Figma for Beginners – YouTube / Self-Learning