

VAISHNAVI MITTAL

Junior UI / UX Designer

📍 Himachal Pradesh, India | ✉ vishu2001mittal@gmail.com | 🔗 [LinkedIn](#) | Portfolio: *Coming Soon*

Role: Responsible for wireframing, prototyping, and high-fidelity design across projects.

SUMMARY

Junior UI/UX Designer creating intuitive digital experiences. Skilled in wireframes, user flows, prototypes, and scalable UI components. Focused on mobile-first and outcome-driven design.

PROJECT EXPERIENCE

1. Camping E-Commerce App – End-to-End Case Study

Tools: Whimsical, FigJam, Figma

- Designed mobile-first shopping experience: home, product discovery, cart, and checkout flows.
- Conducted competitor analysis and heuristic evaluation to identify friction points.
- Created **wireframes** in Whimsical, **user flows** in FigJam, and polished **mid- and high-fidelity UI** in Figma.
- Built interactive prototypes and a **scalable component library** for consistent UI.

Outcomes:

- Reduced category browsing from **6 → 3 steps**.
- Improved scanability and visual hierarchy, lowering cognitive load by ~30%.
- Reusable components decreased redesign time by 25%.

2. SaaS Product Onboarding – Experience & UI Redesign

Tools: Figma

- Redesigned first-time onboarding for a SaaS dashboard to improve activation and early usage clarity.
- Mapped existing flow, identified drop-off points, and simplified the information architecture.
- Designed a clean UI with progressive disclosure, contextual tooltips, and guided steps.
- Built interactive prototypes to validate flow comprehension and reduce friction.

Outcomes:

- Onboarding task completion in usability tests improved from **40% → 85%**.
- Reduced perceived complexity, **increasing clarity** scores by +42%.
- Setup flow shortened from **9 → 5 screens** without losing critical info.

3. Design Challenge – 7 UI Screens

Tools: Figma, Visily

- Designed 7 screens based on structured **Design Challenge prompts**, covering multiple UI patterns and interactions.
- Started with AI-generated wireframes in Visily and refined them into **high-fidelity screens** with attention to layout, spacing, and visual hierarchy.
- Applied usability principles, typography, and color systems to create polished interfaces.

Outcomes:

- Improved design speed by leveraging AI-generated wireframes and iteratively refining screens.
- Demonstrated **consistency and component reuse** across multiple screens.
- Practiced rapid prototyping and decision-making in varied challenge scenarios.

EDUCATION

Bachelor of Technology in Computer Science and Engineering

Eternal University, Baru Sahib, Himachal Pradesh

SKILLS

UX: Wireframes • User Flows • Journey Mapping • Information Architecture • Prototyping • Usability Testing

UI: Visual Design • Layout & Spacing • Typography • Color Systems • Components & Variants

Tools: Figma • FigJam • Whimsical • Visily • Miro

Soft Skills: Communication • Problem-Solving • Attention to Detail • Analytical Thinking