



Hello, नमस्ते

I am Palak agrawal /Experience designer/Communicator/Storyteller & a Learner

"I love presenting the unobvious obviously, and the obvious creatively."

From collecting experiences in form of leaves and stones to creating them as systems, spaces, and interactions—here I am. As an experience designer with a head for systems and a heart for stories, I craft thoughtful, intuitive, and unexpected interactions.

Challenges fuel me, creativity drives me, and I thrive at the intersection of thinking inside and outside the box. A natural team player with management in my genes, I believe in the power of collaboration and continuous learning. I'm committed to growing, evolving, and making meaningful contributions to every project I take on..



## Professional Experience

### Beta Tester - Future U App

Mar 2025

Improved user engagement in an interactive platform for planning personal growth by identifying key UX gaps in the strategy quiz flow, resulting in clearer content, smoother navigation, and a more cohesive user journey.

### Co-founder & Product Lead - Portrait Vendor

Dec 2023 - Nov 2024

Co-led a two-member venture delivering 80+ custom portraits in 35 weeks. Led brand building, user journeys, and order systems to ensure quality and client satisfaction.

### Youth Champion Intern - UNICEF x Yuva

Jan - Apr 2023

Championed mental well-being and inclusivity through workshops, newsletters, safe-space design, and community advocacy. Drove engagement across diverse youth networks over a 4-month initiative.

### Illustrator & Visual Designer - Become Humans

Dec 2020 - Mar 2021

Designed cause-driven merchandise and educational materials to raise awareness on inclusivity, sexual health, poverty, and education. Created visuals that supported community outreach, helping translate complex social issues into relatable, action-inspiring designs.

## Awards and Recognition

### Internationally Recognized Research Poster - IFFTI Conference, Seoul

User-Centered Robo-Textile Design for Kilirobot (Assistive Robot Supporting Autism Spectrum Disorder) Enhancing Interaction in Children with Autism. Recognized among 1000+ global submissions and showcased at the 26th IFFTI Annual Conference on Fashion Towards Post-Humanism, Ewha Womans University.

### Published Research - Bobbin Lace Craft of Tamil Nadu

Published a research paper on the Bobbin Lace craft of Tamil Nadu, featured on the Vastrashilpkosh platform. This work, which explores the cultural and artisanal significance of this traditional craft, was recognized for its contribution to preserving and promoting India's textile heritage.

### Special Mention - GMUN HREC Community

Represented Brazil at GMUN and received a Special Mention in the Human Rights and Environment Committee (HREC) for advocating the rights of the Rohingya and helping pass a resolution on the issue.

## Skills

Interface and User Experience design, User Research, Wireframing, Prototyping, Usability testing, Data visualisation, Graphic Design, Layouting, Branding, Illustrating, Storyboarding, Concept Development, Copywriting, Presentation skills.

## Tools

Figma, Adobe Illustrator, Adobe After Effects, Adobe Photoshop, Procreate, Blender, Lightroom, Indesign, Autocad, Office Suite, HTML, CSS.

## Education

### National Institute Of Fashion Technology, Gandhinagar

Bachelors Of Design (B. Des)- 2022-Present

Major in Communication Design

Minored in Masters in Fashion Management

### Coursera

Complete Google UX Design Professional Certificate

95% aggregate in 7/7 courses

### Dayanand Anglo Vedic Public School, Faridabad

Senior Secondary Education- 2019-2021

8 CGPA 12th CBSE Board. (Physics, Chemistry, Mathematics, Physical education, English)

Secondary Education- 2018-19

10 CGPA / 10th CBSE Board

## Academic Experience

### ZAP App UI/UX design

Solved offline shopping friction by designing a smart app for cart, improving user flow and in-store experience.

### ZAP Retail Management System

Tackled operational inefficiencies with an AI-powered, data-driven interface, providing real-time customer insights for shopkeepers.

### Midair UI/UX design

Reimagined travel downtime by connecting flyers through an in-transit social platform.

### FocusRead Web Extension

Developed the FocusRead extension to boost reading comprehension by reducing distractions and mimicking text selection for improved user engagement.



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