

Esha Yadav

I am a UI/UX Designer, with a wonderful understanding of what a consumer needs. An observant mind that is always ready to absorb and adapt. I believe in the virtues of work & experience gained carefully on and off the field through learning.

Work Experience

Junior Designer, Shopclues

July 2023 - Present

- Contributed as a Ui Designer on the Varoius projects on varoius platforms Such as in Apps , Websites & M-sites .
- Managed cohesive design quality across the projects, adhering to prescribed themes and functional choices.
- Handling Social media channels
- UI and UX for website
- Designing a logo for various brands
- Graphic Design for social media
- Branding/ Packaging for Products
- Making Presentations PPTs

Projects

Redesign of HDFC Bank

The project of redesigning HDFC Bank's digital interfaces aims to enhance user experience through a user-centric design approach. This initiative focuses on understanding and addressing the needs of customers by creating an intuitive banking experience across all digital touchpoints.

Heuristic Evaluation of UBER

The objective of the study is to assess the application of UBER using Heuristic Evaluation and redesign it

Ayodhya App

The app Holy Ayodhya is an initiative of the Ayodhya Development Authority been Part of the design team directly working on it.

Educational Background

Bachelor of Engineering in Computer Science

Chitkara University

9.51(CGPA) Aug 2019 - June 2023

- Specialization in UX/UI

Contact

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Skills

Technical Skills

- User-Centered Design
- Visual Design
- Interaction Design
- Prototyping
- Usability Testing
- Problem Solving
- Collaboration
- Communication

Tools/Software

- Figma
- Adobe Photoshop
- Adobe Illustrator
- XD
- Miro
- InVision

Languages

- English (Fluent)
- Hindi (Fluent)

Certification/Short Courses

- Introduction to User Experience Design (**Coursera**)
- AWS Fundamentals: Going Cloud Native (**Coursera**)

Additional Information

- Served as Team Lead in National Cadet Corps India
- Presented my Team NCC In National Yachting Regatta in Odisha an secured 1st Position