

# MUKUL JOSHI

GRAPHIC & UI/UX DESIGNER

## WORK EXPERIENCE

### GRAPHIC & UI/UX DESIGNER

FARE Labs Pvt. Ltd 12/2023- Present

- Enhanced website and landing pages for improved usability and aesthetics.
- Crafted effective emailers, increasing campaign performance.
- Led major redesign of Farelabs' digital and print media, boosting brand and user engagement.
- Updated flyers to better communicate the brand's message.
- Significantly elevated Farelabs market presence and brand identity.

### UI/UX DESIGNER

Voxturn Consulting Pvt. Ltd 06/2022- 11/2023

- Created easy-to-use designs for big projects like AngelOne and WaveCity at Voxturn, making complicated things simple and user-friendly.
- Improved how users feel and interact with different websites and apps, making sure everyone likes using them more.
- Worked closely with other teams to make sure everything looks good and works well together, keeping the company's style the same everywhere.
- Kept learning and sharing new design ideas with the team to make sure we're always doing cool and modern stuff.

### GRAPHIC & UI/UX DESIGNER

Whybex 01/2022 - 05/2022

- Revamped the Groic App at Whybex, creatively reusing existing components for a fresh UI/UX.
- Analyzed user feedback, activities, and design iterations to significantly enhance user experience.
- Successfully increased Groic App's user base from 10k to over 500k.
- Achieved a 4.4 user rating on app platforms, reflecting a positive reception to the redesign.

## CONTACT

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## CERTIFICATION

The Ultimate Figma & UI Masterclass 3 Months

Figma Certification

Growth School 2 Months

UX Kickstarter Workshop

## EDUCATION

Delhi University 2023- Present  
BCA

Intermediate 2020-2021  
NIOS

## TOOLS

ADOBE PHOTOSHOP

FIGMA

ADOBE ILLUSTRATOR

ADOBE AFTEREFFECTS

Adobe PremirePro

## LANGUAGES

English Hindi

## SKILLS

Low-fi & High-Fi Wireframing  
Style Guides/ Design System  
User Research & Testing

Interaction Design  
Mockups Edit/ Design