

SRUSHTY

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INTRODUCTION

Highly motivated UI/UX Designer with 2.4 years of design experience. Proven ability to craft user-centric interfaces that are both beautiful and functional. Background in graphic design strengthens my visual communication, layout, and typography skills. Eager to leverage my design expertise to contribute to a creative and fast-paced team.

OBJECTIVE

Seeking full-time UI/UX Designer/Graphic Designer/Product Designer roles

EDUCATION

Bachelor's of Computer Science , Chitkara University, Rajpura, Punjab CGPA: 9.64	Expected 2023
Senior Secondary(XII) , Bal Niketan Sr. Sec. School Percentage: 64%	2018 - 2019
Senior Secondary(X) , Kendriya Vidyalaya, Mullanpur, Chandigarh CGPA: 10.0	2016 - 2017

EXPERIENCE

Graphic Designer March 2022 - Currently working here
Shopclues *Hyderabad*

- Owned the design process for various marketing materials like **product descriptions, banners, social media graphics (pages and posts), Amazon content (thumbnails and A+ content), emailers, newsletters, packaging, and landing pages**
- Collaborated with clients/colleagues to understand project needs and translated them into **creative design concepts**.
- Utilized design software and principles (mention specific programs if relevant) to **create high-quality visuals and layouts for all design projects**.
- Skilled in crafting compelling visuals, including **logos, icons, illustrations, and layouts**, for a variety of marketing materials.
- Ensured consistent brand identity across all design elements, maintaining a **strong and cohesive brand image**.

Freelance UI/UX Designer March 2023 - January 2024
Whys ([Access the work case study here](#)) *Hyderabad*

- Led branding exercises for multiple clients across various industries, including real estate, technology, and influencer marketing, resulting in the development of **comprehensive brand identities, logos, and brand guidelines**.
- Executed website development projects** for clients like [Linkdot](#) , [Findlead](#) , [Go Flurry](#), [Sallis](#) , [MY FIRST INDIAN CLIENT](#) and [Keyper](#) , ensuring visually appealing designs and user-friendly interfaces aligned with client objectives.
- Contributed to the creation of case studies highlighting successful projects, showcasing expertise in **client management, project execution, and delivering tangible results**.
- Played a key role in **product design and development** for clients, crafting intuitive digital solutions tailored to client needs and user preferences.

- Collaborated with clients to **curate brand books, providing comprehensive guidelines on visual identity, messaging, and brand values**, enhancing brand consistency across all touch points.
- Managed rebranding efforts, overseeing the **redesign of its website, product interfaces, and marketing collateral**, resulting in a refreshed visual identity and enhanced brand presence.
- Received **positive feedback from clients** for delivering high-quality work within specified timelines and budget constraints, fostering long-term partnerships and client satisfaction

PROJECTS

Lulu and Sky: Landing Page(UI Project):- A modern makeover breathes new life into the Luma landing page, seamlessly integrating with SKY for a unified brand experience. This redesign prioritizes user experience with enhanced functionality, while retaining the core values of Luma. The visual language embraces a contemporary aesthetic, further emphasizing Luma’s commitment to wellness, inclusivity, and providing high-quality activewear for all levels of fitness enthusiasts. ([Access it here](#))

Word Game(UI Project):- The Word Game is a mobile game designed to test the vocabulary skills of players by guessing words based on clues within a given time limit. With its visually appealing design and intuitive interface, the game provides a fun and engaging experience for players of all ages. ([Access it here](#))

Quick Pay(UX/UI Project):- Quick Pay is a mobile app designed to help busy families manage their finances by providing a simple and intuitive interface to pay bills and track their monthly budget. With features like setting monthly budgets for each category and receiving notifications when the budget is exceeded, the app aims to solve the problem of forgetfulness and difficulty in managing finances. The product’s design and features were informed by a thorough analysis of competitor apps in the market. ([Access it here](#))

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SKILLS

Technical Skills	User Research, Product Thinking, Design Thinking, Design Systems, HTML, CSS, Knowledge of Web Content Accessibility Guidelines (WCAG)
Tools	Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Canva, Adobe After-Effect, Premiere pro, InDesign
Soft Skills	Critical Thinking, Problem-Solving, Sociable, Curious and Eager to Learn