VAIBHAV DIXIT

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Passionate **UI/UX designer** with a strong background in creating intuitive and engaging digital experiences. With a keen eye for detail and a deep understanding of user-centric design principles, I strive to deliver visually appealing interfaces that not only captivate users but also enhance their overall satisfaction and usability.

EMPLOYMENT HISTORY

UI/UX Designer at Clara SoftTech
05/2022 - Present

- Conceptualized and executed a comprehensive product design for eAdvokate, a law service platform. This included designing the website, application, and dashboard.
- Worked closely with clients, fellow designers, and developers to create optimal user experiences.
- Led the redesign and implementation of a new design strategy for the ERP web application and mobile app. The result was a significant reduction in the learning curve for end users.
- Improved efficiency and productivity by enhancing the internal admin dashboard and the company's HRMS platform.
- Successfully designed multiple websites for schools, colleges, and tech organizations.
- Developed a comprehensive Figma Design System, ensuring consistency across design elements.
- Created brand design guidelines for cohesive visual identity.
- Revamped the company's brand identity, including the logo, ID cards, business cards, t-shirts, and accessories.
- Involved in the end to end design, development and implementation process of multiple projects by addressing customer challenges with effective solutions.

UI/UX and Graphic Designer at Ace Academy
05/2020 - 04/2023

- Designed user-friendly interfaces for both websites and applications, ensuring seamless experiences across devices.
- Played a crucial role in the entire design, development, and implementation process by translating customer needs into effective solutions.
- Collaborated on brainstorming sessions for user research, wireframing, and prototyping.
- Designed eye-catching social media posters, creative banners, and logos.
- Maintained brand consistency across all digital touchpoints. Designed logos, icons, and visual assets aligned with brand guidelines.
- Collaborated with developers to ensure accurate implementation.

EDUCATION

Bachelor of Design, Lovely Professional University
08/2019- 08/2023

Enhanced my proficiency in user centred design principles, advanced prototyping, UI design, UX design, wire framing, design theory and effective user testing.

COURSES

- **User Experience Design Fundamental** by Joe Natoli — 03/2023
- **Figma UI/UX Design Masterclass** by Daniel Walter Scott — 01/2022

SKILLS

- UI Design
- Design System
- Branding
- Research
- Rapid Prototyping
- Graphic Design
- Design Ideation
- Storyboarding
- Video Editing
- Wireframing
- Interaction Design

TECHNOLOGY STACK

- Figma
- Premier Pro
- Framer
- Webflow
- Illustrator
- Lottifiles
- Photoshop