Aavya Rastogi

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Objective

Enthusiastic UI/UX Designer with a strong background in creating user-centric digital experiences. Seeking an opportunity to contribute my skills in user interface and experience design to drive business growth and user satisfaction in a dynamic organization.

Education

Master of Arts in Economics (Pursuing)
University Name | Year - Present

Bachelor of Arts (B.A.)
Lucknow University | 2023

12th (PCM Stream)
Bright Career Shiksha Sansthan Inter College | 2020

Professional Experience

Graphic/UI Designer
Duplex Technologies Service Private Limited
September 2024 - Present

- Spearheaded the design of user interfaces for multiple client projects, focusing on usability, aesthetics, and client satisfaction.
- Collaborated with development teams to ensure seamless implementation of design solutions that align with user needs.
- Leveraged graphic design skills using Photoshop, Illustrator, and Canva to create engaging visuals, enhancing overall user experience across applications.

Product Designer

Grovyo Platform Pvt. Ltd.

July 2024 - August 2024

- Designed and optimized UI components and social media graphics, increasing user engagement for the Grovyo platform.
- Developed a cohesive social media content strategy, including #MotivationMonday posts, which improved brand visibility.
- Conducted user research and usability testing, gathering insights to refine and improve design elements effectively.

UI/UX Intern

MedCab Healthcare Pvt. Ltd.

January 2024 - April 2024

- Enhanced the MedCab application's user interface, focusing on accessibility and an intuitive user experience.
- Conducted user research and developed prototypes to streamline user flows, resulting in positive feedback and improved usability.
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Skills

Design Tools:

- Figma, Adobe XD, Sketch, InVision, Marvel

Graphic Design Tools:

- Photoshop, Illustrator, Canva

Prototyping & Testing:

- InVision, Marvel for interactive prototyping and user testing

Data Analysis & Office Applications:

- Excel, Microsoft Word, PowerPoint

Soft Skills:

- Collaboration, Communication, Problem-solving, Analytical thinking, Creativity

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Projects

- **MedCab Healthcare Application**: Redesigned the healthcare app, resulting in a significant increase in user satisfaction and ease of use.
- **Grovyo Platform**: Currently working on product design, focusing on enhancing user engagement and digital product usability.

30-Day UI Design Challenge

- Completed real-world design challenges focused on landing pages, onboarding screens, and user flows, sharpening practical design skills.

Certifications

- UI/UX Design Certification,**Delhi/Dice Acedemy**
- Adobe XD Proficiency Certification,**Delhi/Dice Acedemy**

Additional Efforts

- Continuously updating skills with online courses on modern design techniques and emerging UI/UX trends.
- Passionate about applying creative problem-solving to enhance user experiences.
- Actively contributing to a design-focused community through mentorship and knowledge sharing.

Languages

- English: Proficient
- Hindi: Native