KSHITIJA RAJPUT

UI/UX SPECIALIST | GRAPHIC DESIGNER | PRODUCT DESIGNER

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A highly motivated and creative UI/UX Designer and Graphic Designer with solid experience in design development, implementation, and web design. Passionate about crafting user-centric interfaces that enhance brand awareness and drive growth through innovative design strategies. Demonstrated ability to effectively manage design projects from conception to completion, increasing visibility and credibility for brands. Skilled with design tools, a keen eye for detail, and a strong work ethic, consistently delivering excellent results in fast-paced environments.

CORE COMPETENCIES

Strategic Design Analysis & Planning | UX/UI Design | Digital Design | Layout & Visual Design | Product Design | Interaction & Experience Design | User Research & Analysis | Wireframing & Prototyping | App & Web Design | Brand Identity & Management | Creative & Technical Writing | Design Project Coordination | Design Portfolio Development and Management

TECHNICAL PROFICIENCIES

Design Software: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Adobe XD), Sketch, CorelDraw, Canva

Development: Unity3D, GitHub, HTML & CSS (Basic), AR/VR Development

Design Skills: Rapid Prototyping, Wireframing, User Research, A/B Testing, Typography, Color Psychology, Logo Design, Website & Mobile Application Design, Material Design System, Figma Auto-Layout

EDUCATION

B.Des in Textile & Graphic Design (GPA: 8.6/10) – National Institute of Fashion Technology, *Kangra, IN*   **Aug 2018 – May 2022**

PROFESSIONAL EXPERIENCE

UI/UX & WEB DESIGNER – Independent Contractor, *Madhya Pradesh, IN*   **May 2023 – Present**

- Creating a website for a clinic AI firm that showcases their offerings in the medical field through UI/UX design.
- Designed a user-centric driving school app focusing on intuitive booking, instructor profiles, and seamless progress tracking.
- Developed design hypotheses and conducted A/B testing to optimize the free session signup flow for a health and fitness startup, resulting in an improved user experience and increased signup conversion rates.
- Redesign an intricate notification resolution system using MDP involving users from various organizational dynamics.
- Design Lunox – an end-to-end training and onboarding solution for helping numerous interns in the company, which involves complete auto-layout-based prototyping and designing for a web application in Figma [Link].

UI/UX DESIGNER & UNITY3D DESIGNING – TechXR Innovations Pvt, Ltd., *Madya Pradesh, IN*   **Jan 2022 – May 2023**

- Efficaciously managed social media designs, boosting organic reach by 30% across all social media platforms [Link].
- Accurately implemented and redesigned forty (40) Figma-based web pages, including the "SenseXR Controller Hardware" launch and 'XR Blocks,' enhancing a successful user experience on the live website [Link].
- Curated over 1,500 3D models in Unity3D software for custom applications, streamlining management and development, and effectively managing the 3D modelling team.
- Developed AR/VR educational content based on NCERT textbooks for Grades 6-12, presented to Ministry of Education, now active in Madhya Pradesh schools [Link].
- Meticulously established and crafted user-centered experiences for the 'SenseXR Container App' and XR Blocks, leading to a 40% surge in engagement and a 25% increase in app downloads, while constantly exploring insights and prototyped on Figma, ensuring every aspect was carefully considered. [Link1] [Link2].

TEXTILE DESIGNER & RESEARCHER – BMD-LNJ Bhilwara Group, *Delhi, IN*   **September 2021 – December 2021**

- Performed continuous knowledge or studies of home furnishings worldwide and studied global market trends [Link].
- Effectively proposed several interior seat designs for automobiles, and Hyundai accepted a design for further development.
- Collaborated with the design team to develop innovative and creative ideas for new products based on research data.

- Consistently and successfully designed the Foliage collection A/W 22/23 design displayed at the International Trade Fair for Home and Contract Textiles, Heimtextil Frankfurt, Germany [Link].

GRAPHIC DESIGNER – AKH Innovations, *Karnataka, IN*   **February 2019 – June 2019**
- Expanded continuous branding content and posters for marketing campaigns highlighting all the SoundOne products.
- Spearheaded and monitored multiple content and campaign posters for a document search engine from emails - Diduce.
- Created and organized visual communications, including adverts, branding, publicity materials, and magazine layouts.
- Collaborated across product, content, and development teams to meet user and development requirements while innovating and modernizing the company logo for AKH Innovations.

AWARDS & RECOGNITIONS
- AR VR capstone challenge at GEUGO129 featured in official curriculum, accessed by 1000+ students nationwide.
- **Google UX Design Certificate** — Coursera (March 2023 – September 2023)
- **UX/UI Design Masterclass Certificate (Best Project)**— Tangen (October 2023)
- Japanese Proficiency test (JLPT) NS Qualification

PROJECTS
- Innovatively built Mobile and Web Applications UI/UX for XR Blocks, SenseXR Play, Soundzen Music App, Pokémon, etc.
- Proactively designed multiple websites for a variety of initiatives, including Lunox, TechXR, and other internal projects.
- Managed numerous case studies and user interface designs of Cultfit, including the app, Saras Analytics, and Verbotics AI.
- Guided the Pupilicious, a branding for Pet Cafe, concept, brainstorming, logo design, roadmap, and collaterals [Link].
- Unity Home Decor Projects: 4 distinctive 3D home decor interiors on Unity3D [Link].

LANGUAGES
Japanese (N5 Level), English, Hindi, Marathi