

Vridhi Kaushal

User Experience Designer

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About me

A fourth year Visual Communication student with keen interest in crafting user experiences. My ability to **collaborate and work with a cross functioning team** has enabled me to reach my goal as an experience designer.

Work Experience

2023

Monsoonfish

May - Aug
UX/UI
Designer

I leveraged my research skills to analyze data from previous studies. This analysis helped me deeply understand the project's needs and user pain points. By **mapping user needs**, I created a **well-defined information architecture** that formed the foundation for crafting compelling and **user-friendly wireframes**.

2022

Kephie

May - Jan
Graphic
Designer

My role at Kephie allowed me to understand the brand from its very core which enabled me to give the best outcome in terms of **print and physical collaterals, work books and presentations** for kids and enhanced the social media presence.

2021

Youth Parliament Of India

Nov - Dec
Creatives
Team

I worked on making the **Event collaterals** which were then printed as backdrops and standees. Took charge of the social media presence of the event for that year.

Extracurriculars

2022

Modus

Core
Team

Co-lead of the design festival of the Department of Visual Communication

2022

Art Mandi

Core
Team

Co-lead of fundraiser to the design fest and took on managerial responsibilities as well.

2022

Ahmedabad Design Week

Creatives
Team

Curated a live installations for the design week and took on creative responsibilities in working towards brand collaterals.

Areas of Interest

User Experience Design

User Interface Design

Print and Publishing

Software Skills

Figma

Illustrator

Sketchup

Procreate

Photoshop

"Taking **one step a day** towards the goals I have to become an empathetic user experience designer."