

Harshita

UI/UX Designer

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EXPERIENCE

Berkshire Hathaway, USA — *UI/UX Designer*

MAY 2023 - PRESENT

- Utilized **Figma** for website design, collaborating with cross-functional teams on User-Focused Design Features, leading **A/B Testing** on **Hotjar**
- Integrated **Adobe Sensei AI** tools for rapid **prototyping** & design iteration, streamlining UI/UX development with advanced technology
- Employed **Ceros** with AI to create compelling, user-centric **Illustrations**, elevating design with enhanced visual appeal & engagement strategies
- Designed & elaborated various screens using **HTML, CSS, JavaScript** & **jQuery** for Ford's Web & UX Center of Excellence department
- Created wireframes, navigation, animation buttons & icons for different mobile application projects, using **Sketch** & **Axure RP**

Vibgyor, Delhi — *UX Research*

JUNE 2019 - September 2021

- Conducted in-depth **Competitor Analysis** based on revenue, features & **User Reviews**; integrated **Survey** results into **Low-Fidelity Visual Design**
- Deployed **WordPress** to attain **WCAG 2.0 AA** compliance, improving accessibility & inclusivity, resulting in 15% higher user engagement
- Drafted pixel-perfect website, employing Motion, Interaction, & Visual Design, creating engaging & accessible **Digital Design Assets** for marketing
- Developed Front-end using **HTML, CSS, & JavaScript**, applying responsive design principles via **CSS Grid & Flexbox**, achieving 20% fast page loading
- Crafted intuitive interface, providing design solutions via **User Research, Design Thinking**, service design, **Responsive Design**, & UI development
- Produced **High-Fidelity Prototypes** & Iterative Screen Designs, integrating **2D/3D models** via **Adobe Creative Suite**, boosting user engagement by 12%

ACADEMIC PROJECTS

Bakery Mobile Application — *Jan 2023 - June 2023*

- Executed the project from conceptualization to implementation, adhering to best industry practices, ensuring alignment with user & business needs.
- Iteratively refined app experience via **Usability Studies**, incorporating **User Feedback** for intuitive designs catered to bakery patrons.

Crisis Relief Feature — *Jan 2022 - May 2022*

- Led **Design Sprints**, ideating crisis control features, built **Empathy Map, Storyboards** & visual styles via **Figma** & **Miro**
- Improved user experience by conducting **Usability Reviews**, addressing UX issues, & making **Data-Driven Design Decisions** for better user-centricity

SUMMARY

Detail-oriented UI/UX Designer with over 3+ years of experience creating intuitive digital experiences. Skilled in UI design, UX research, & prototyping. Seeking opportunities to apply skills & creativity to innovative projects.

EDUCATION

MS Information Systems —
Northeastern University, Boston
SEPTEMBER 2021 - DECEMBER 2023

BA(HONS.) Philosophy —
University of Delhi, Delhi
JULY 2017 - SEPTEMBER 2020

CERTIFICATIONS

Google UX Professional Certificate

DESIGN SKILLS

User Interface Design, Wireframes, Design Systems, Motion Design, Prototyping, Interaction Design, Illustrations, Graphic- Design, WCAG, Typography, Iconography, Responsive Design, User Centred Design, Branding, Artificial Intelligence

RESEARCH SKILLS

User Research, Competitive Analysis, Usability Testing, User Interviews & Surveys, Empathy Maps, Information Architecture, Analytics & Metrics, Storyboarding, Quantitative & Qualitative Research, Persona, Heuristic Evaluation, Ergonomics, Stakeholder Interview

TOOLS

Figma, InVision, Framer, Balsamiq, UxpIn, Zeplin, Sketch, Axure, Miro, Ceros, Hotjar, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effect, Sensei)

FRONT-END

HTML, CSS, Sass, JavaScript, ReactJS, jQuery, Media Query, Bootstrap, Git