SHIKHA SINGH

GRAPHIC DESIGNER | UX/UI DESIGNER | INTERACTION DESIGN

+1 (437) 663-1430 | shikhasaini100@gmail.com | Waterloo, ON

Driven Graphic Artist and UI/UX Designer with over 8 years of experience in Interactive Media Management. Seeking to leverage my expertise in concept development, graphic design, and user experience enhancement to contribute creatively to a dynamic team. Passionate about pushing boundaries, innovating, and delivering visually compelling designs that elevate user experiences.

EDUCATION

Interactive Media Management (Design)
Conestoga College
2023 - Present
Kitchener Downtown, Ontario

Master of Arts - M.A. (Animation & VFX)
Mahatma Gandhi University
2015 - 2017
Meghalaya, India

Bachelor of Technology - B.Tech (Computer Science)
SUS Engineering College
2011 - 2015
Chandigarh, India

SKILLS

- Adobe Creative Suite
- Figma
- HTML / CSS / Wordpress
- UI/UX Design
- Interactive Media
- Visual Branding
- Project Management
- Time Management
- Problem Solving
- Prototyping
- Design Thinking
- Corporate Presentations
- Communication
- Teamwork & Creativity

WORK EXPERIENCE

UI/UX Designer
Self-Employed (Freelancer) *Aug 2023 - Present*

Usability-focused UI Design | Interactive Prototyping | Wireframing
Mobile-responsive Interfaces | Visually Engaging Websites

Sr. Graphic & UI Designer
Indrasur Consulting Services Pvt. Ltd. *Sep 2020 - Aug 2023*

Engaging Social Media Assets | Visual Emailers & Newsletters
Interactive Prototyping | Visually Engaging Websites | Wireframing
Print Collateral | Professional Brand Showcase

Mid. Graphic Designer
Spectacon Infotech Pvt. Ltd. *Nov 2019 - Aug 2022*

Visual Content Creation | Dynamic GIFs | Marketing Collateral Design
Branding Elements Development | Itinerary Management

Graphic Designer
Dormak Doors *May 2018 - Oct 2019*

Social Media Management | Marketing Content Production
Visual Marketing Materials | Certificate & eBook Design
Collaborative Design Projects

Graphic Designer
Red House Media Solutions *Sep 2017 - Apr 2018*

Engaging Visual Content | Impactful Packaging Design
Tailored Marketing Materials | Digital Project Management
Typography Enhancement

Graphic Designer
Jaipur Watch Company *Aug 2015 - Jul 2017*

Watch & Marketing Design | Social Media Management
Dynamic Content Creation | Brand Consistency Collaboration
Promotional Material Development | Event Advertisement Creation

UI/UX PROJECT WORK

PhysioPal
Health Mobile Application *2023*

- Designed a physiotherapy app focused on rehabilitation of hamstring injuries, addressing the issue among athletes.
- Conducted thorough research, interviews with athletes and analysis of existing apps to identify user needs.
- Developed interactive prototypes from low to high fidelity for the app, prioritizing seamless user navigation.
- Utilized user feedback to iteratively refine the app's design and functionality.

Fridge Flavours
Meal Recipe Mobile Application *2023*

- Designed a user-friendly meal recipe app tailored to student's ingredient availability.
- Conducted research and analyzed data to identify key insights and understand students' needs.
- Created ideation sketches and developed high-fidelity prototypes for seamless user experience.
- Utilized user feedback followed by gorilla testing to refine the app's usability.

Walmart
Remote Usability Study *2023*

- Conducted a UX research study on the Walmart website. *(Usability Test - Qualitative and Quantitative)*
- Analyzed data to identify key insights.
- Provided recommendations for design modifications to enhance user-friendliness.

Portfolio Website
Development (HTML/CSS) *2023*

- Developed a professional portfolio website consisting of five pages using HTML and CSS.

ADDITIONAL SKILLS AND STRENGHTS

- **AR Experiences:** Skilled in Adobe Aero, capable of integrating AR elements to deliver immersive and interactive user experiences.

- **Podcast:** Knowledge in podcast scriptwriting and proficient in designing visually captivating content, integrating engaging graphics and layouts to reflect brand identity and engage target audience.

- **Social Media Campaigning:** Knowledge in strategizing, executing, and optimizing social media campaigns across various platforms to enhance brand visibility, engagement, and conversion.

- **Brand Books:** Experienced in crafting brand books, defining brand identity through logo usage, color palette, typography, and visual guidelines, ensuring consistency for a professional brand image.