UX/UI DESIGNER

"I like to create simple, user-friendly solutions that blend user needs with business goals

rashi*shetty*

CURIOUS | CREATIVE | COLLABORATIVE

Education

Technical Communication
(Seneca College)
• UX-Writing
• Content Optimization

Digital Product Design
(Sheridan College)
• UX/UI Design
• Accessibility Design

Bachelor of Design
(National Institute of Fashion Technology)
• Trend Forecasting
• Color and Composition

Skills

Research
Conducted user interviews, surveys, and data analysis

Prototyping
Developed wireframe and high-fidelity, interactive mockups

Usability Testing
Skilled in A/B testing and user research for design validation

Collaboration
Worked in Agile teams with cross-functional collaboration

Visual Design
Crafted clean designs using typography, layout, and color theory

Tools
Figma, Adobe Creative Suite, Sketch

Work Experience

Freelance Designer | 2022 – Present

RECENTLY DEVELOPED A STARTUP WEBSITE THAT RAISED $10K+ IN UNDER 24 HOURS

• Designed and launched 15+ client websites, aligning with brand language and data.
• Set up and optimized social media accounts, resolving technical issues.
• Provided maintenance and updates, enhancing user experience and site performance.

Product Designer | PayNearby | 2021 – 2022

INCREASED GTV BY 10% THROUGH PAYMENT SERVICE REDESIGN, WORKING WITH CROSS-FUNCTIONAL TEAMS IN AGILE.

• Achieved 100k+ app downloads by designing an intuitive retailer platform.
• Reduced design project turnover by 50% with a design system based on Material Design.
• Won People's Choice Award for making 2-Factor Authentication 15% smoother.

Designer | Future Group | 2019 – 2020

INCREASED ENGAGEMENT BY 20% THROUGH OPTIMIZED PRODUCT LISTINGS

• Developed user personas based on research, driving product improvement initiatives.
• Conducted market surveys and trend forecasting to inform design strategies.

Currently solving problems at Financeit, simplifying processes, and enhancing user experiences.

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