

SRINIDHI SHETTY

nidhiportfolios.com

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I am a **UX/UI Designer**, passionate about creating better user experiences through aesthetics and problem-solving.

WORK EXPERIENCE

UX/UI Designer / Freelancer

AUGUST 2019 - PRESENT, LOS ANGELES

- Twine Labs (Contract) - Designed an attrition module for a people analytics software. Tools used: Figma
- Conceptualized, designed wireframes, mockups, and executed Brooze - Yelp-like system for bar enthusiasts that provides info about bars including bar scores, reviews and enables users to gather points and redeem rewards. Tools used: Sketch, Invision, Adobe Illustrator, Adobe Photoshop.

UX/UI Designer / Building Blocks

MAY 2018 - AUGUST 2019, LOS ANGELES

- Defined and conducted design processes at all stages, including **research**, **conceptualization**, **testing**, and **implementation** of Fyxt, a real estate management solution that enables property managers and owners to manage, track and generate reports on construction projects like plumbing, electrical, etc. Tools used: Sketch, Invision, Adobe Illustrator.
- Worked extensively with engineering teams to collaborate on Styleguise, an iOS app that connects clients to stylists. Tools used: Adobe XD, Avocode.
- Translated concepts into **user stories**, **redesigned user flow**, designed **wireframes**, **mockups**, and **created prototypes** for The Food Exchange that enables vendors to sell the products to their customers. Tools used: Framer, Invision, Appcues.
- Responsible for branding including design systems for a website, email, social media, and newsletter for Fyxt, Vista Del Mar, HED, Zeeba, Styleguise, Edge 4, and Richindeeds. Tools used: Sketch, Adobe Illustrator, Adobe Photoshop, Klaviyo.
- Worked on designing automatic responses, setting up customer services for Styleguise. Tools used: Intercom.

UX/UI Designer Intern / IMImobile

SEPTEMBER 2017 - JANUARY 2018, HYDERABAD

- Created wireframes for IMI assist - an Artificial Intelligence-driven chatbot system that enables the business to provide better customer service. Tools used: Sketch, Zeplin.
- Created conversational design test cases and workflows needed for chatbot optimization.
- Designed brand elements for digital and print for IMIMobile for various marketing campaigns.

EDUCATION

Manipal Institute of Technology

AUGUST 2013 – AUGUST 2017, MANIPAL, INDIA

Bachelor's in Computer and Communication

General Assembly

JANUARY 2019 – APRIL 2019, LOS ANGELES

UX/UI Certification Course

SKILLS

Design

User-Centered Design * User Experience Design * User Interface Design * Visual Design * Wireframes User Research * Task Analysis * User Cases * Site Maps * User Stories * Mockups * Prototypes * Usability Testing * Brand Strategy * Design System * Brand Guidelines * Graphic Design * Vector Illustrations * Workbook * Pitch Decks * T-shirts * GIFs * Digital Media Marketing * Email Templates * Social Media Posts * Agile * Scrum

Tools

Sketch * Figma * Adobe XD * Adobe Illustrator * Adobe InDesign * Adobe Photoshop * App Cues * Klaviyo * JIRA

Prototyping

Invision * Avocode * Zeplin

Coding

HTML & CSS * JavaScript * Core Java

CERTIFICATES

Coursera

- HTML, CSS, and JavaScript for Web Developers

- UI Design Specialization

NON-DESIGN EXPERIENCE

ATM Simulation System

Built a Java-based ATM (Automated Teller Machine) Simulation System that verifies credentials based on user input and enables the user to check bank account balance and make withdrawals.

Quizzy

Quizzy is a customizable quiz app built using Android Studio where the user gets to select the quiz. Points are calculated depending on the number of right answers and displayed at the end.