

ISHITA PARASHAR

U I / U X D E S I G N E R

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PROFILE

- I am a User Experience Designer with an ardor for creating usable products, story telling and visual design. My strength is creativity which along with my background in technology is helping me evolve as a better designer.

SKILLS

Applied Skills

- Design Thinking User Research , Visual Communication
- Prototyping, Wireframes, Usability Testing, HTML, CSS , Javascript

Soft Skills

- Empathy, Active Listening

Softwares

- Figma, Adobe Illustrator, Adobe Photoshop, InVision, Sketch, Adobe XD.

EXPERIENCE

• PROGRAMMER ANALYST TRAINEE

Cognizant Technical Solution
April 2022 - Present

- Training as a PEGA system architect.

• UX DESIGNER

Varoh Games

May - November 2021

- Conducted research to understand about colors and how it effects the behavior of a child in the age group of 5-12 years.
- Collaborated in a team of 3 ux designers to conceptualization and developed graphics of existing product to make the product more relevant which in turn increased the sales by 11%.
- Worked in a team of 3 designers to redesign Kalakaari sheets, feedback based design approach was followed which led to an increase in sales by 30%
- Link to product: [Click here](#) .

• UI/UX DESIGNER

Techhack Technologies

June - August 2021

- Contributed in research process. Surveyed people within th age group of 18-45.
- Produced initial designs and prototypes for their cyber security educational portal.
- Tailored relevent social media content to increase the engagement of the product, which ultimately led to a rise of 29% of followers, and 12% of customers

• UI DEVELOPER

Cariktire India

April - June 2021

- Worked in a team of 5 for prototyping a medical portal for the client.
- Converted the prototype into actual product under the guidance of the mentor

EDUCATION

• BACHELOR OF TECHNOLOGY

- Oriental Institute of Science and Technology 2018 - 2022

