



PRACHI JOSHI

UI/UX Designer



www.prachicjoshi.com



201-539-1125



prachijoshic@gmail.com



<https://www.linkedin.com/in/joshiprachi>

Education:

Certificate in UI Design

CareerFoundry, 2019

Conducted user research, interviews, usability testing, A/B testing & created userflows, rapid sketches, high fidelity wireframes, final mockups, branding & case studies using industry standard tools & techniques for different projects.

Bachelor in Fine Arts, Advertising

Marathwada University, India

Learned the fundamentals in advertising & created 2 print-based advertising campaigns.

Skills:

UI/UX DESIGN

User Personas

Prototyping

Sketches

Usability Testing

Mockups

User Flows

Wireframing

GRAPHIC DESIGN

Illustration

Visual & Print Communication

Typography

Branding

Tools:

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Omnigraffle

Balsamiq

Flinto

3d (Maya)

Jira

Experience

UI Designer

MRM/McAnn | May 2021- Present

UI Design Tutor

CareerFoundry, Freelance | (Contract) Nov 2020- Present

- Mentor UI design students, offer detailed feedback and make sure their submissions follow correct and current UI/UX standards, design principles, color theory and design heuristics in order to complete their certification course.

UI Production Designer

HubSpot, Remote | (Contract) Feb 2021- April 2021

Collaborated with UI designers, developers and brand infrastructure team to redesign components and modules based on brand design guidelines for a CRM company.

Digital Designer

OpticsPlanet Incl., Northbrook | June 2015- Feb 2019

- Generated over 60% growth in product orders by creating promotional email designs, homepage & sitewide banners for an e-commerce company, they were acknowledged regularly in marketing meetings.
- Reimagined weekly email & banner templates to optimized for mobile users.
- Designed brochure for a new launched product , logo designs, responsive web banners and product campaigns successfully.

Graphic Designer

DuPage Children's Museum, Naperville | Aug 2013- Dec 2014

- Designed by working with the lead graphic designer of a non profit organization for print and digital communications used across various medias for the museum, including web and tv sliders, banners, posters, collaterals, invites.

Creative Lead

NeoNiche Integrated solutions, Mumbai, India | Apr 2011- Apr 2012

- Single-handedly created & designed logo, brand identity, and campaigns from concept to print production for over 40+ successful events for a fast paced event start up company with multi tasking & attention to details.
- Collaborated with the marketing executives to understand the constraint on time and cost for each project and managed a small team of designers.

Graphic Designer

Shobiz, Mumbai, India | Dec 2009- Mar 2011

- Created designs & brandings for over 70+ enterprise-level corporate, entertainment & fashion events.
- Designed logos, backdrops, banners, giveaways, badges, standees, invitations, displays following respective brand guidelines.