Shrishti Varma

UX/UI Designer

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Portfolio

www.shrishtivarma.com

Contact

S6varma@uwaterloo.ca

587.966.6434

Skills

<u>Formative Research:</u>
User Interviews, Surveys, Competitive Analysis
<u>Generative Research:</u>
User Personas, Journey Mapping, Sketching, Prototyping
<u>Summative Research:</u>
Usability Testing

Tools

Adobe Creative Suite, MS Office, InDesign, Sketch, Figma, HTML, CSS, JavaScript, InVision

Experience

UX Design Intern, Williams General (2019 - Now)

- Led cross-team initiative to develop and implement visual design and usability of the online store
- Conducted usability research and testing individually, and prototyped the onboarding experience

UX Designer, Artiv Solutions (Dec 2018 - Dec 19)

- Designed & Prototyped clients onboarding experience with this marketing agency
- Created weekly Intranet graphics for social media posts and advertisements

Freelancer UX & Graphic Designer (Dec 19 - Now)

- Worked with a variety of businesses across Canada & India
- Created Branding Solutions, Logos & Marketing Materials

Projects

RSA Challenge 2020 - GIGLOO

- Designed a solution to make independent contractors financially stable & secure
- Conducted research & testing to bridge the gaps between the problem and solution

BE THE HOPE / Co-founder & Designer

- Conceptualised the technical and design production for an e-commerce application to support handmade craft made by Indian Artisans

Awards

UXPERIENCE CAMP, UWaterloo, Stratford (2016)

- Backed the position of Runner-Up

Education

Global Business & Digital Arts (2016 - 20)

Honours Global Business & Digital Arts

- Currently in 4th year pursuing GBDA, at the University Of Waterloo School Of Interaction & Design