

AMRUTA JADHAV

UI/UX Designer | Graphic Designer

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Experienced UX/UI Designer skilled in crafting user-centric solutions for mobile and web platforms. Adept at creating seamless, impactful experiences by leveraging research-driven insights, collaborating with cross-functional teams, and working with AI to enhance user interactions. Passionate about enhancing daily experiences through intuitive designs that not only meet user needs but also deliver moments of delight.

EDUCATION

GENERAL ASSEMBLY

User Experience Design
2024

RMIT

Implementing Marketing
Campaigns
2023

BVP College, University of Pune

Bachelor of Applied
Commercial Arts
2016

EXPERIENCE

UI/UX DESIGNER

(i.e.,)

(Sept 2024 - Oct 2024)

- Increased employee engagement by leading UX research and design for an immersive PSP dashboard, unifying daily HR and project tasks with rewards tracking, career growth tools, internal opportunities, learning resources, and a vibrant community hub.
- Directed stakeholder management and collaborated with a team of UX designers to deliver a solution designed to motivate employees and with the potential to evolve into a marketable product.

UI/UX DESIGNER

General Assembly

(July 2024 - Oct 2024)

- Gauge Language Learning App: Improved user experience by incorporating user feedback, resulting in a more intuitive and accessible mobile app for language learning.
- Shop Neutral: Successfully redesigned the website, enhancing product discovery and streamlining the checkout process, leading to a smoother shopping experience for users.
- Moleskine Smart Notebook App: Enhanced product navigation and visual experience, integrating social sharing features to keep the app in line with current trends, ultimately improving user engagement.

GRAPHIC DESIGNER & UIUX DESIGNER

Immi Smart

(Mar 2023 - Aug 2023)

- Increased customer engagement by 15% through creative branding solutions across digital, social, and experiential platforms.
- Enhanced brand presence and event participation at the Education Expo by developing cohesive visual assets.
- Optimized website design and functionality through UX research and usability testing.
- Ensured consistency across all digital touchpoints by creating cohesive design systems.

SKILLS

- Information Architecture
- Accessibility Standards
- UX Writing
- Prototyping and Iteration
- Usability Testing
- Design Systems
- Responsive Web Design
- User Journey Mapping

TOOLS

- Figma
- Photoshop
- Illustrator
- InDesign
- Adobe XD
- After Effect
- Procreate
- Miro
- MS Excel
- Power Point

LEARNING

- Skating
- Illustration
- Storytelling
- Design tools
- Eco-friendly practices

SENIOR GRAPHIC DESIGNER/ARTWORKER

Syneos Health

(Jun 2021 - Nov 2022)

- Contributed to the creation of compliant marketing materials by gaining in-depth knowledge of the healthcare industry.
- Reduced errors by 15% through meticulous preparation of design files for production, ensuring quality control.
- Produced high-quality, error-free artwork that met client specifications by utilizing a diverse range of graphic design software.
- Enhanced overall project efficiency by collaborating with cross-functional teams to deliver projects on time.

SENIOR ART DIRECTOR

Dentsu Aegis Network

(Dec 2019 - May 2021)

- Increased customer engagement by 25% through executing digital strategies for JBL, Harman, and Dune London.
- Boosted brand awareness by 40% within three months by leading Dune London's India launch.
- Increased engagement by 30% through managing a social media campaign for Melora Jewellery.
- Ensured cohesive brand execution across platforms by collaborating with teams.

GRAPHIC DESIGNER

Webenza PTV LTD

(May 2018 - Nov 2019)

- Spearheaded digital marketing strategies for clients such as Amazon, Sterling Holidays, and Safari Bags, driving significant improvements in campaign performance and client satisfaction.
- Delivered 100% on-time results by efficiently managing social media calendars, newsletters, and stakeholder communications, while honing expertise in user-centric design and multimedia campaigns for diverse industries.

CREATIVE GRAPHIC DESIGNER

Absinthium Brand Consultants

(May 2016 - Apr 2018)

- Boosted event participation by 25% by crafting integrated campaign designs, including branding, OOH, and event collateral for clients like Radisson Blu and Hyatt.
- Created logos, banners, and print marketing for in-house media requirements, enhancing brand visibility.
- Increased event participation by 25% through executing successful campaigns like the Seafood Festival.



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