

ADITI KASHYAP

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Dehradun, Uttarakhand 248009

Portfolio : Link

LinkedIn : Link

Available to work

EDUCATION

DIT University | Dehradun, Uttarakhand

Bachelor of Design in User Experience Design | 2023 – 2027

CBS, Lucknow, Uttar Pradesh

Central Board of Secondary Education (CBSE) – PCB | 2020 – 2022

TECHNICAL SKILLS

Tools : Figma, Adobe Photoshop, Adobe Illustrator, Basic Microsoft Tools , Android studio and Basic HTML CSS

Design skills : User Research, Contextual Study, User-Centered Design, Ideation, Wireframing & Proto-typing, UsabilityTesting, Interface Design, Interaction Design, User Experience Design, Systems Thinking, User Testing, InformationArchitecture, Heuristic Evaluation, Cognitive Ergonomics, Generative AI, Prompt Engineering.

Soft skills : Communication and collaboration, Creativity, Adaptability, Empathy, Critical Thinking, Problem solving,strategizing, time management and thirst for continuous learning

WORK EXPERIENCE

UI/UX Designer (Intern) Pinak Idea Labs

Oct 2025 - Dec 2025

- Focused on expanding the company's digital products by designing wireframes, responsive UI mockups, and high-fidelity interactive prototypes across 3 major web platforms.
- Collaborated with cross-functional development teams to ensure accurate, zero-error handoff of designs and asset sheets in Figma.
- Conducted 10+ usability testing sessions and iterated on design flows, successfully reducing user drop-offs by 15%.

Graphic Designer (Intern) Pinak Idea Labs

Sep 2025 - Jan 2026

- Established comprehensive visual guidelines and developed marketing and branding content across 5+ digital and print channels.
- Designed brand identity elements, high-impact marketing presentation templates, and corporate brochures for external stakeholder pitches.
- Designed targeted social media campaigns that boosted organic click-through rates (CTR) by 18% while maintaining strict brand consistency.

Graphic Designer (Intern) Cannibals Media

Dec 2025 - Mar 2026

- Created highly engaging visual assets and creative layouts for digital publications, websites, and high-traffic promotional campaigns.
- Worked closely with content strategists to design ad creatives and conversion-optimized landing pages, improving user engagement metrics by 12%.
- Developed structured creative layouts for 4+ editorial publications and promotional materials under tight production deadlines.

PROJECTS

ONEIRA: Sleep-Focused Wearable & Ecosystem

- Designed an end-to-end wearable device and companion application utilizing a rigorous design thinking process, user research, and interactive prototyping to improve sleep wellness tracking.

Modu-Flo Ecosystem Mapping & Stakeholder Strategy

- Engineered a comprehensive system architecture and stakeholder joint map for the food and beverage industry, translating complex supply chain problems into intuitive, visual user-flow blueprints.

IoT-Enabled Adjustable Voting Kiosk

- Developed a functional, hardware-software integrated kiosk concept featuring ergonomic physical adjustability and an Arduino-powered IoT interface to maximize voter accessibility.

EXTRACURRICULAR LEADERSHIP & ACHIEVEMENTS

- **Competitive Athletics:** Demonstrates strong self-discipline, resilience, and time management through rigorous training schedules and teamwork in high-pressure environments.
- **Debate Competitions:** Showcases exceptional public speaking, critical thinking, and the ability to synthesize complex arguments and articulate ideas under strict time constraints.