

VAISHNAVI SARDA

UI/UX Designer | Product Designer | 9284502704 | sardavaishnavi5@gmail.com

PROFILE

UI/UX Designer with 3+ years of professional design experience across graphic design and 3D character art, with hands-on experience designing digital products and websites. Skilled in Figma, user research, user flows, wireframing, prototyping, usability testing, and design systems, with a strong foundation in visual design and user-centered thinking.

SKILLS AND TOOLS

UI/UX & Product Design: Figma, User Research, User Flows, Information Architecture, Wireframing, Prototyping, Interaction Design, Usability Testing, Design Systems, Responsive Design

Visual Design: Visual Hierarchy, Typography, Colour Theory, Layout, Branding, Digital Design

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

AI Tools: ChatGPT · Claude · Figma AI · Gemini · Adobe Firefly · Lovable

WORK EXPERIENCE

Cloud.in — Graphic Designer Mar 2026 – Aug 2026

- Designed social media campaigns, digital marketing assets, event branding, and presentation decks.
- Created booth and event designs for AWS Summit, ESCON Event, Evalix Annual Event, and Cloud.in's annual event.
- Produced event recap reels and digital content while maintaining brand guidelines and visual consistency.

TopMentor — Graphic Designer Jan 2026 – Mar 2026

- Designed social media creatives and marketing collateral for brand and campaign communication.
- Created engaging visual content using typography, visual hierarchy, composition, and brand guidelines.

Lakshya Digital Pvt. Ltd. — 3D Character Artist Aug 2023 – Mar 2025

- Created 3D character assets for in-game content within a professional production pipeline.
- Collaborated with cross-functional teams to deliver assets according to project requirements and quality standards.

SELECTED UI/UX PROJECTS

SyncAI — AI Meeting & Action Tracker | UI/UX & Product Design | Figma

- Designed an AI-powered mobile app and website for managing meeting notes, action items, deadlines, and follow-ups.
- Conducted user research and competitive analysis, then created user flows, wireframes, high-fidelity UI, prototypes, and a design system.

LifeOS — Decision-Making & Clarity App | UI/UX & Product Design | Figma

- Designed a mobile app and website that helps users make decisions with greater clarity and confidence.
- Used user research, information architecture, user flows, wireframing, prototyping, and usability testing to create a simple and intuitive experience.

AdPilot — AI Campaign Management Workspace | UI/UX & Product Design | Figma

- Designed an AI-powered iOS workspace (39 screens) that turns fragmented marketing campaign data into clear insights, recommendations, and actions for agency teams.
- Conducted competitive analysis and defined user flows, information architecture, wireframes, high-fidelity UI, a design system, and an interactive prototype spanning onboarding, dashboards, approvals, analytics, and reporting.

Aurora — Skincare Discovery App | UI/UX & Product Design | Figma

- Designed a mobile app that simplifies skincare discovery, connecting users with trusted brands through a personalized, seamless shopping experience.
- Conducted quantitative user research to define needs, then created user flows, wireframes, high-fidelity UI, and a warm, brand-driven design system.

EDUCATION

- Pashium the Design School, Pune — Graphic Design, UI/UX Design & Video Editing | 2025
- Bharati Vidyapeeth's College of Fine Arts — Bachelor's Diploma in Fine Arts (GD Arts) | 2017–2022

CERTIFICATIONS

- Graphic Design, UI/UX Design & Video Editing — Pashium Design School
- 3D Character Art / Production Training — Lakshya Digital Pvt Ltd

LANGUAGES

English, Marathi, Hindi