

VANSHIKA GOEL

+91-8929948860 · vanigoel94@gmail.com
Pitampura, New Delhi, 110034

[LinkedIn](#) · [Behance](#)

WORK EXPERIENCE

Graphics and UI/UX Designer

NAKS Digital Consulting, Noida | Feb 2024 - Present (Full-time)

- Crafted social media creatives, UI designs, and emailer designs for over 5+ clients.
- Planned, managed, and executed end-to-end delivery of email campaigns, from designing and implementing to sending regular emails and sharing reports with leadership.
- Enhanced user interface design of company products, ensuring improved user engagement.
- Held a client-facing role for various projects, serving as the single POC(point of contact).
- Designed logos, brochures, and visiting cards, creating visually appealing and cohesive branding materials.
- Created 500+ landing pages under critical deadlines, demonstrating exceptional time management and productivity.
- Conducted research, competitor analysis, and maintained a tracker for monthly creative scheduling.
- Wrote captions with rich keywords, researched trending captions, and analyzed hashtags for social media posts.
- Prepared and presented weekly project status presentations to clients, highlighting key points and challenges faced during the projects.

Jr. Graphics Designer

ApniBus, Gurugram | Sept 2023 - Jan 2024 (Full-time)

- Created user-centric experiences through independent UI and prototyping work.
- Designed engaging social media posts, pamphlets, and presentations, contributing to a consistent and appealing online presence.
- Conducted user research for websites and UI design, ensuring that designs met user needs and preferences.

UI/UX and Graphics Designer

SOLRUF, Amravati | Sept 2022 - Dec 2022 (Semi-fulltime)

- Improved website UI and managed social media handles, increasing traffic and user engagement.
- Created pitching decks, presentations, and social media posts, managing digital marketing efforts.
- Handled customer calling, enhancing communication skills and customer relations.

Graphics and UI Designer

RS Infy, Delhi | July 2022 - Sept 2023 (Part-time)

- Worked on social media creatives to attract customers and increase traffic.
- Created prototypes and UI designs for various projects, including an Olympiad website, an online visa booking app, and a clothing app.

UI Designer

Oysters Training, Amravati | Mar 2022 - Aug 2022 (Part-time)

- Designed the user interface for both mobile app and website.
- Developed new visual design concepts and made modifications based on client feedback.

User Experience Researcher

Northeastern University, Boston | Feb 2024

- Conducted user experience research and developed the UI for an application utilizing AI/ML to predict a rare disease.
 - Primary responsibility involved designing the user interface based on comprehensive research.
-

SKILLS

Design Tools: Figma, Illustrator, AdobeXD, Canva, Photoshop

UI/UX Design: Wireframing, Prototyping, Responsive Design, User Research, Material Design, Usability Testing, Interaction Design

Web Development: HTML, CSS, JavaScript

Marketing and Branding: Digital Marketing, SEO, PPC, Branding, Client Communication, Social Media Marketing, Content Creation, Email Campaigns

Soft Skills: Quick Learner, Team Collaboration, Project Management, Client Presentation, Research and Analysis, Creative Problem Solving, Deadline Management

Additional Skills: Competitor Analysis, Keyword Research, Trend Analysis, Caption Writing, Hashtag Research

EDUCATION

Guru Gobind Singh Indraprastha University, Delhi

2020 - 2024

B.Tech in Information Technology (IT) | 9.2 CGPA

CERTIFICATIONS & COURSES

- Figma UI/UX Design Essentials (June 2022)
- Master Digital Product Design: UX Research & UI Design (August 2023)
- Human Subjects Research (February 2024)

[Udemy](#)

[Udemy](#)

[CITI Program](#)

ACHIEVEMENTS & EXTRACURRICULAR ACTIVITIES

- Finalist, Smart India Hackathon
 - Volunteer, IEEE ADGITM
 - Campus Ambassador, Helping Hand International HQ
 - UI/UX Lead, Robogyan ADGITM
 - Graphics Lead, Geeks for Geeks ADGITM Chapter
-

RECOMMENDATIONS

- Available on LinkedIn: [\[Recommendations\]](#)