

Srinidhi Meenakshi VU

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Summary

As a dedicated UX Designer, I am committed to creating seamless and delightful User Experiences (UX) through a combination of User Interface Design and Graphic Design expertise. With a strong foundation in problem-solving and a meticulous eye for detail, I excel at turning complex challenges into user-friendly solutions.

Throughout my academic journey, I've honed my skills in UX Design, User Interface Design, and Graphic Design, with proficiency in tools like Adobe Photoshop, Adobe Illustrator, and Figma. My approach prioritizes user-centric design practices, ensuring that every interaction enhances the overall experience.

I'm adept at rapid prototyping and proficient in Web Design, allowing me to transform ideas into interactive prototypes swiftly. My passion for effective communication extends beyond visuals, as I believe that clear communication is integral to the success of any UX project.

Experience

Visual Communication Designer - Sadhanapada Program

Isha Foundation

Jul 2022 - Jun 2023 (1 year)

> Successfully conceptualized and designed a wide range of marketing deliverables and communication materials for the Sadhguru App. Strategically disseminated them across various social media platforms. This effort significantly increased engagement and brand visibility.

> Actively engaged in User Experience (UX) projects aimed at revamping the Isha Organization Website, contributing valuable insights to improve the user interface and overall user experience.

> Demonstrated commitment to continuous improvement by participating in numerous discussions related to campaign strategies and app development, fostering collaboration and innovation within the team.

> Engaged in multiple sprint sessions focused on enhancing app design and user experience, effectively identifying user pain points and requirements through research interviews.

> Crafted user personas and developed wireframes for various microsites, showcasing a keen understanding of user-centered design principles and information architecture.

> Made significant contributions to marketing efforts, including mailer communications for year-end campaigns and engaging campaigns like the Mahashivaratri Sadhguru App Engagement Quiz, which resulted in a remarkable increase in app conversions.



Brand and Identity Design Intern

The Minimalist

Jun 2021 - Aug 2021 (3 months)

- > Contributed significantly to a wide range of client projects, showcasing expertise in Graphic Design, Branding, and Communication.
- > Played a pivotal role in crafting visually compelling designs for Jiraaf Investments, including the design of the logomark, brand assets, and a comprehensive brand manual. Proficiently utilized Adobe Photoshop and Adobe Illustrator to ensure brand consistency and appeal.
- > Elevated Acko Insurance's presence by creating visually stimulating illustrative designs, engaging infographics, and professional eBook publications. These projects highlighted proficiency in Adobe Creative Suite and demonstrated an ability to convey complex insurance concepts effectively.
- > Collaborated with Mahindra Logistics (MLL) on social media design initiatives, producing eye-catching social media posts. Additionally, contributed to an experiential design project, leveraging Graphic Design expertise to enhance the user experience for MLL clients and stakeholders.



Communication Designer

HELO HEALTH

Nov 2020 - Jan 2021 (3 months)

- > Led the development of the User Interface (UI) and User Experience (UX) design system, steering the creation of a prototype and providing guidance to developers for the successful construction of the e-Commerce website.
- > Collaborated with product designers to establish and enhance the product branding, demonstrating a keen eye for branding strategies and design cohesion.
- > Crafted the software interface of the product, showcasing proficiency in software interface design principles and creating a user-friendly experience.
- > Designed a digital brochure as part of a publication deliverable, combining visual design skills with content layout expertise to create a compelling and informative piece.
- > Authored engaging blog articles that have been featured on the company's page, showcasing strong writing skills and contributing to the company's online presence.



Graphic Design Intern

Bennett Coleman & Co. Ltd. (The Times of India)

May 2019 - Jun 2019 (2 months)

- > Under the mentorship of senior graphic design leaders in the Response Division, gained invaluable insights into the print industry's diverse facets.
- > Acquired hands-on experience in designing mastheads, mailers, magazine covers, innovative page spreads, print advertisements, and engaging infographics, contributing to the visual appeal and effectiveness of print materials.

> Expanded proficiency in both digital and analog mediums, honing software skills and developing essential soft skills necessary for a dynamic work environment.

> Had the opportunity to observe and engage in client interactions, gaining a firsthand understanding of the significance and impact of print media in a real-time professional setting.

Education

Unitedworld Institute of Design (UID), Gandhinagar

B.Des., Visual Communication (Graphic Design)

2018 - 2022

Achieved First Class with Distinction



Isha Home School, Coimbatore

2016 - 2018



Sri Sankara Senior Secondary School, Chennai

2004 - 2016

Licenses & Certifications



Fundamentals of Graphic Design - Coursera

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Skills

- UX Research • User-centered Design • Information Architecture • Figma (Software) • Rapid Prototyping
- Visual Design • Collaborative Problem Solving • Communication • Design Thinking
- Adobe Creative Suite

Honors & Awards



Designed the Logo for Carrot Bar - Cumulus Association

Designed the identity of the Carrot Bar Logo which was used by the 'New Eating Habits' working group by the International organization, Cumulus Connects, situated in Aalto University, Finland.



Winner of the Call for Papers Competition - Ahmedabad Design Week

Jan 2021

In Ahmedabad Design Week 2.0 Toyin' with Design (2021), winner of the call for papers competition. Further, presented and published a paper called "The Future of Toy Culture and its Impact on Child Development A Vantage Point from a Historical Milieu" in the conference.