



## ABOUT

Highly creative **UX & UI Designer** with an eye for aesthetics and functional visual approach.

With over **10+ years** of **Design** Industry experience and expertise spans in various domains. I have a strong focus to deliver exceptional visual design experiences.

## EDUCATION

- 2016-2018 **Indian Institute of Technology, Hyderabad (IIT Hyderabad)**  
Master of Design (**M.Des**)  
(**Visual Design & UX Design**)
- 2012-2016 **College of Arts (Delhi University)**  
Bachelor of Fine Arts (**B.F.A.**)  
(**Applied Arts & Advertising**)

## EXPERIENCE

- 2021-2023 **Moonraft (UST.)**  
Sr. User Experience Designer
- 2018-2020 **Infosys Digital**  
Lead UX Designer
- 2016 **Wittybae (Full Time 3 months)**  
Sr. Graphic Designer &  
Content Streategist
- 2015 **Hoolabox (Internship)**  
Graphic Designer &  
In-House Photographer
- 2015-2024 **Uneditioned Art (Part Time)**  
Graphic Designer, Motion  
Graphics Artist & UX & UI Designer
- 2014 **Think Design (Internship)**  
Visual Designer & Illustrator

## Avidit Prabhakar

UX/UI Designer, Visual Designer,  
and UX Strategist / Researcher

Portfolio Link:

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## TECHNICAL SKILLS

Figma	----- ●●●●●
Sketch	----- ●●●●●
Adobe XD	----- ●●●●●
Photoshop	----- ●●●●●
Illustrator	----- ●●●●●
Premier Pro	----- ●●●●●
After Effects	----- ●●●●●
In-Design	----- ●●●●●
Procreate	----- ●●●●●
Ms Office	----- ●●●●●

## UX SKILLS

- 🔗 User Experience (**UX**)
- 🔗 User Interface Design (**UI**)
- 🔗 Interaction Design (**Visual Design**)
- 🔗 Product Design
- 🔗 User-Centered Design (**UCD**) &  
Human Centered Design (**HCD**)
- 🔗 Inclusive Design (**Adaptive & Responsive**)
- 🔗 Information Architecture (**IA**)
- 🔗 Wireframing & Prototyping
- 🔗 Generating User Flows (**User Research**)
- 🔗 Customer Journey Mapping
- 🔗 Empathy Mapping

## OTHER SKILLS

Content Creation	<b>SEO</b> Strategist
Video Editing ( <b>Pro</b> )	2D Animation
Digital Illustrations	

## PERSONAL SKILLS

Critical Thinking	Leadership
Problem-Solving	Visualisation
Adaptability	Mutitasking

# Infosys Digital Experience

## 2019-2020 **JOTUN**

*Designed a Portal for Creating Color Formulation Handbooks.*

A modern approach with new UX Design process, we conducted successful **UX workshops**, followed by **Data gatherings** and understanding the **user needs**.

Post which we designed a **brand-new Clutter free platform** for the Jotun chemists. This had helped standardise their contemporary process of managing the whole color formulation on EXCEL sheets, and help them save more time and energy to obtain **precise** and **accelerated** outputs.

## 2019 **MICROSOFT**

*Microsoft Global Design Experience (Smart Campus Experience via User Journey Visualizations)*

Microsoft required a **POC** for **Redesigning** their future **campus experience** for better engagement, navigation and productivity of Microsoft employees. This was a concept based on **Augmented Reality & Mixed Holographic techniques**, using which employees will easily navigate within their campus.

## 2018 **OLAM**

*Chatbot Avatar Design (Internal Project)*

Created various versions of **Avatars** and **UI Screens** for the chatbot design in **Olam Internal Portal project**. It was not only a **UI based** work, but there was a scope for **UX Research** which i explored simultaneously.

I did **competitive analysis** for existing solutions & iterated my designs so they would have better **visual aesthetic** and targeted approach using **local phrases** and **relatable slangs** as compared to existing one's.

## 2020 **Infosys Retail Management System**

*(Franchise Store Manager Dashboard)-POC*

Designed a dashboard to enhance operational efficiency for franchise store managers. Implemented **real-time insights**, incident management, and AI-driven anomaly detection.

Developed **interactive maps, traffic light status indicators, and a multi-level support system**. Automated ticket logging, provided data visualization, and optimized accessibility. Improved **visibility, control, and customer experience**.

## 2019 **TEAMASEK**

*Daily Schedule planning via User Journey Visualisation (Teamasek Hackathon)*

We needed to create a **user journey** based on provided stories which consists a busy **schedule**. We Required to **plan digitally** our daily upcoming tasks under less span of time and **execute** them successfully by the end of the day with less friction.

## Moonraft-UST Experience

2022

### DELL

*Internal order management system (for DSA-Dell Security Advisory)*

We Developed an **internal portal system** for **Dell**, while streamlining the process for **enterprise customers** to create and manage the multiple orders with various unique individual configurations.

New system has allowed the **sales representatives** to not only efficiently handle and process orders based on unique customer requirements, but also ensuring a seamless and **customised user experience** for everyone.

This project significantly improved the internal order management system, offering a **Strong solution** tailored to the intricate needs of Dell's enterprise customers.

2022

### ADVA (OLAM)

ADVA is an **education** and **action-oriented** reward based app, designed to create a **global environment movement** through collective individual actions. The goal is to achieve a more **carbon-neutral society**.

I joined the project as a **UX/UI Designer** while it was in a developing stage. While handling few **major research areas** for the app, I primarily worked on **Search** and **Filter** functionality. Creating new **UX flows** and **IA's(Information Architecture's)** for upcoming planned features was also one of my major responsibilities in this project.

Not only ADVA offers a **digital platform solution** that reduces an individual's **carbon footprint** by encouraging a more carbon-conscious lifestyle. It also helps people adjust their **day-to-day** habits to reduce their impact on carbon emissions through their daily activities.

2022-2023

### ANTHEM

Revamped the internal MProducer application for Anthem, a **health insurance provider**, designed to streamline the customer onboarding process and enhance user experience.

Being a UX Designer, I focused on creating an **intuitive platform** that facilitates smooth policy quoting and customer enrollment, replacing manual paperwork.

This application, crucial for internal users and representing a significant portion of enrollments, was redesigned to accommodate increased usage and improve overall functionality within the system.

2022-2023

### BEACON

As a UX/UI Designer, I led the design and integration of telehealth appointment scheduling into Beacon's new **Digital Front Door (DFD)** application. I designed **wireframes & user interfaces** for seamless registration and login, and ensured an intuitive experience for accessing EAP services, including telehealth with MD Live Providers.

Developed **user journeys, prototypes**, and conducted **user testing** to enhance usability and ensure alignment with user needs.

## Other Experience

### 2023-2024 **Akhbaar.com**

*News and Information Website/Web App*

I started this **news and information website** in **2023**, and evolved it from the scratch acting as a **Designer, Researcher & Content Strategist**.

Being from a UX/UI background, i designed the interface for this website in a very **minimalistic & clean approach**. Since, **Writing articles** and **publishing web stories** were 2 main domains, where i applied my visual & UX skills to make the **storytelling** and **navigation** not only smooth, but engaging for any user/reader.

### Since 2023 **ADP List**

*Design mentorship on ADP List.*

As a **UX and UI design mentor** on **ADPList**, I provided online mentorship to students from India and worldwide.

My role involved conducting personalized **mentoring sessions**, **reviewing portfolios**, **offering career advice**, **conducting mock interviews**, and providing **leadership advice** within this global community.

I guided students by **reviewing** their **design work**, offering **constructive feedback**, and sharing industry **insights** to enhance their skills.

By encouraging a collaborative learning environment, I helped students build strong **portfolios**, encouraged **critical thinking**, and supported them in achieving their full potential in the design field.

### Since 2023 **KAPHAL STUDIOS**

*UX/UI Design Consultant & Design Mentor*

At Kaphal Studios, I serve as a **UX Design Consultant**, primarily focusing on guiding students through the design process for startup projects under the Portfolio Program.

As the **Design Head**, I ensure that the systems I create are efficient and foster a **productive learning environment**. I mentor students in breaking down projects into various stages of UX design, ultimately leading to **well-researched** and **polished final deliverables** that meet client expectations.

----- Thank you -----