



Vedika Kapoor

UX/UI Designer

Contact

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UX/ UI Skills

- Competitive Analysis
- User Research
- User Interviewing
- User Flows
- User Personas
- Usability Testing & Analysis
- IA Principles and Frameworks
- Sitemaps
- Design Patterns
- Wireframing
- Prototyping
- HTML Basics
- A/B & Preference Testing

Graphic Design Skills

- Branding
- Fashion Design
- Illustration
- Typography
- Packaging
- Marketing

Professional Profile

UX/UI Designer with focus on delivering diverse customer needs using the user - centric philosophy. Experience in working with digital and fashion design alongside conception, customer communication and production.

Work Experience

● Junior Graphic Designer

Adenauer & Co GmbH, Germany/ Spain
08.2017 - 03.2020

- Created bestselling artworks for all apparel collections that stand out from competitors
- Designed colour concepts for regular and special collections to create trendy and high demanded styles for a broad audience that compliment with the brand and seasonal trends in the market
- Collected target group-oriented research for graphics, colours and prints in order to create trend boards with those to determine current market trends
- Reviewed lab dips and mockups for quality control of the produced collections and provided suppliers with guidance both in English and German
- Set up artwork sheets for production with specifications for printing methods according to the individual style to guide production houses, assuring seamless production cycles

● Student Ambassador

Leeds Arts University, Leeds, United Kingdom
09.2015 - 07.2017

- Communicated with people from diverse backgrounds and ages both on and off campus on activities including Open Days, Portfolio Talks, Campus Tours, Drawing/Designing events to share my experience at the institution and inform them about the same which encouraged more students to join the university
- Guided groups of upto 30 students and working on specialist workshops with sixth form and primary students to give them an insight into the university courses and recruit more university applicants
- Got awarded "Quietly Brilliant" Student Ambassador in 2016

Software Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Bridge
- Adobe Acrobat
- Microsoft Office Word
- Microsoft Office Excel
- Microsoft Office Powerpoint
- Marvel
- Usability Hub
- Optimal Sort
- Sketch
- Invision

Languages

- **English**
Native Language
- **German**
Fluent
- **Hindi**
Fluent

Hobbies

- Dancing
- Cooking
- Painting
- Sketching
- Stitching
- Fitness

References

References are available on request

Work Experience (continued)

● Graphic Design Placement

EMP Merchandising GmbH, Lingen, Germany
04.2017

- Three weeks of design placement as part of the Bachelor's course
- Developed a range of unique textile designs for their own label that stand out in the market and compliment the brand
- Creating designs and preparing them on mockups and for print to showcase the final outcome
- Developed designs using Adobe Photoshop and Illustrator to a professional standard

● Graphic Design Internship

Kplus Konzept GmbH, Düsseldorf, Germany
07.2016 - 09.2016

- Designed graphical presentation of mall interiors and shop designs for external presentations and pitches
- Responsible for editing photographs and 3D designs to make them ready for new interiors and presentations for clients to stand out from competitors and create a realistic design visual.
- Developed the logo and overall branding for malls and partly worked independently on a retail design brief for a medical shop to work with the brand guidelines and Profile

Education

● Certification of UX Design

CareerFoundry, Berlin, Germany
05.2020 - 11.2020

- A 6-month intensive project- based training for UX/UI Design
- Created a mobile- first app from ideation to high- fidelity prototyping
- Conducted competitive analysis to understand the market alongside user research
- Conducted rapid prototyping by hand and moved onto Adobe XD for mid- and high- fidelity prototyping
- Developed a fitness and nutrition expert responsive web application, including the creation of the UX and UI design

● BA (Hons) Graphic Design

Leeds Arts University, Leeds, United Kingdom
09.2014 - 07.2017