

# NIMISHA TAORI

UX/UI Designer

[No VISA Sponsorship Needed]

With 3 years of experience, my journey has been driven by a deep rooted love for crafting digital experiences that merge creativity with functionality.

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## EDUCATION

**MA, School of Graphic Design and Digital Media**

Academy of Art University, San Francisco

2020–2021

**Bachelor in Computer Engineering**

Bapurao Deshmukh College of Engineering, India

2012–2016

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## WORK EXPERIENCE

**Nutrilife–Your Personal Nutrition Guide** (Figma, Illustrator, Notion)

Jun 1, 2023–Aug 15, 2023

- Conducted user research, conceptualized ideas, and created personas to make data-driven design decisions.
- Designed high-fidelity prototype for client presentation in addition to delivering high quality design assets such as Style guides, Sitemaps, Wireframe, Component library, and Mockups to ensure platform-wide consistency.
- Created 50+ screens through feedback and iteration to enhance user experience.

**Clean Beauty and Wellness Company** (Figma)

Jan 11, 2022—Dec 20, 2022

- Designed and developed social media ad campaign to increase the revenue stream by 45% and help advertising team to bring innovative ideas to the life.
- Led redesign and rebrand of website for e-commerce company from concept to launch to enhance user experience.
- Worked cross-functionally with development, brand, marketing, and copywriting to improve user engagement.

**Fitnx–Know Yourself Better** (Figma, Illustrator, Photoshop)

June 30, 2021—Dec 12, 2021

- Carried out user research, translated insights into persona, user journey, and empathy map to better understand the target audience.
- Conceptualized ideas, created wireframe and prototype, and with user feedback iterated the design to create 50+ screens of the fitness app.
- Enabling people to live an active and energetic lifestyle by following the exercise routine and keeping track of their progress.

**Elevating Design Skills Conference** (Adobe XD, Illustrator, Photoshop)

Feb 2, 2021—April 30, 2021

- Collaborated with event organizer to develop a website and mobile app for 2M+ applicants to participate in the conference.
- Worked iteratively to design, refine, and validate solution for designed conference based on the design concept “Collaboration and Conversation” to create a visual design system.
- Extended existing visual design into asset creation like conference zoom background, promotion poster, promotion direct mail, program schedule and speakers to ensure consistency throughout the system.

**Silent Stories** (Adobe XD, Illustrator, Photoshop)

Aug 3, 2020—Dec 15, 2020

- Collaborated with artists working for women’s safety to create a platform to accelerate social changes and create awareness.
  - Designed an engaging and interactive portal to provide a place for people to address, help, and advance efforts to end gender-based violence and intersecting issues.
  - Helped 5000+ people to share their stories and inspire others to raise voice against violence.
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## SKILLS

User Research, User Personas, Sketching, Wireframe, Prototyping, Storytelling, Problem Solving, Usability Testing, Journey Mapping, UX Design, Interaction Design, Visual Design, HTML/CSS

## TOOLS

Figma, InDesign, Illustrator, Photoshop, Adobe XD, After Effects, Premiere pro, Lightroom, Notion, Miro