

# Advika Naveen Shetty

advishetty14@gmail.com | advikashetty.com | +447887348758

## Experience

### UX Design Intern

Ambitio | January 2023 - September 2023

- Designed India's first AI-powered study abroad admissions platform using Figma, boosting user engagement by 40%
- Conducted user research, developed wireframes and prototypes, resolving key student pain points and improving the application process
- Helped secure £150,000 in seed funding by creating a comprehensive design system and visually compelling platform

### Freelance Designer

Varna Buildings | September 2022 - October 2022

- Created a 3D model of the container from scratch using Sketch and developed a web-based augmented reality (AR) experience, enhancing user engagement and visualization capabilities
- Designed an AR scanner for virtual product views, receiving positive feedback from user testing
- Managed the project independently, completing 5 iterations to ensure quality and timely delivery.

### Technical Intern

Auma MiddleEast | August 2021 - September 2021

- Designed featured graphic in annual magazine depicting future actuators, receiving positive feedback
- Expanded knowledge in accounting and sales, enhancing overall understanding and team collaboration
- Assisted in GSM control communication for electrical actuators, enhancing remote operation efficiency

## Projects / Volunteer Work

### Service Designer ( Academic Project )

CrossReach | September 2022 - October 2022

Designed a service plan to involve alumni in enhancing educational care for young people with support needs, aiming to improve support systems and student experiences

### Lead Animator

Adopted Dogs of India | June 2021 - April 2023

Supported street dog adoption efforts, designed a unique mascot, collaborated on website design and created digital illustrations and wireframes with Adobe Illustrator and Figma

### Graphic Designer

Scar Tissue | July 2021 - August 2021

Designed the book cover for "Scar Tissue", capturing its essence, and produced mockups to visualize the book's concept

### Co-Founder / Designer

Artistique | March 2018 - November 2018

Co-founded a non-profit art store selling personalized designs online, created website, marketing strategy, and social media profiles, and donated 60,000 rupees to two charities in Karnataka.

## Education

### Glasgow School of Art

M.Des Design Innovation and Service

Design | 2023 - Present

- Emphasis on integrating design innovation to enhance service and user experience
- Exploration of methodologies to optimize service design processes for real-world applications

### Manipal Institute of Technology

B.Tech Electronics and Communication

Engineering | 2019 - 2023

- Built foundational knowledge in electronics and communication, essential for understanding technology's role in design
- Ability to collaborate effectively with developers based on good technical knowledge

## Skills

### Design

User Experience, Interaction Design, User Interface, Physical and Digital Prototyping, Wireframing, Low-High Fidelity Mockups

### Research

User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, Competitor Analysis, Design Strategy

### Software

Figma, Adobe Suite, Spark Studio, Z Brush, Procreate, Spline 3D, Framer

### Visual Design

Branding, Typography, Iconography, Web design, stylesheets and guidelines, Augmented Reality, Micro Animations, Illustrations

### Other Skills

Rapid Iteration, Cross-functional collaboration and communication, Human-centric approach, Agile Development, Hardworking

## Certifications

Webflow 101 - Webflow | 2024

UX Design - Google | 2022

Digital Marketing - Coursera | 2022

Design Thinking for Innovation - University of Virginia | 2020

Graphic Design | 2020