

DRISHIKA MAHAJAN

DESIGNER

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SUMMARY

I am a dedicated and creative designer eager to contribute fresh ideas and skills to your team. With a strong foundation in design principles and proficiency in industry-standard software, I bring a passion for creating compelling visuals. You can check out my portfolio at [Portfolio](#).

PROFESSIONAL EXPERIENCE

LaFetch

May 2026 - September 2026

- Sole UI/UX Designer owning the complete redesign of Lafetch's e-commerce app and website from UX audits, competitive research, and problem identification to building cohesive interfaces, design systems, and a consistent cross-platform brand experience.

DIVINE LAB, IIT DELHI, Hauz Khas

Jan 2026 - March 2026

- Contributed to the design team for the Muradabad Literature Festival, creating visual assets and supporting overall event experience design.
- Designed an interactive playbook for Village Level Entrepreneurs (VLEs), simplifying digital marketing concepts into clear, user-friendly, and accessible content for rural audiences.

INFO EDGE (INDIA) LIMITED

June 2025 - July 2025

- Conducted user research, created personas, wireframes, and prototypes, iterating designs based on feedback to improve user experience.
- Redesigned the Property Details Page of 99acres.com to make it cleaner, intuitive, and tailored for young working professionals in their 20s.

PROJECTS

Parkin — Smart Parking Mobile App | Product Definition · Card Sorting · IA · Figma

- Defined and scoped a consumer parking app covering real-time slot reservation, EV charging availability and peer-to-peer space rental, prioritising features against user need and build feasibility.
- Ran card sorting with target users to restructure the information architecture, cutting steps to complete a booking and reducing navigation drop-off.

Inclusive Wayfinding System for Connaught Place, New Delhi | Figma, Wayfinding Design, Accessibility

- Conducted research and cognitive analysis of navigation challenges in Connaught Place, identifying issues related to circular layout, inconsistent signage, and accessibility gaps affecting users.
- Designed a comprehensive and accessible signage system, including standardized typography, optimized iconography, and an interactive kiosk interface, improving navigation clarity and enhancing user experience for diverse user groups.

Cognitive Analysis and Redesign of MyGov India App | Figma, Heuristic Analysis

- Conducted cognitive analysis of the MyGov India app interface using tools like Jakob Nielsen's Heuristic Analysis to identify usability issues and improve user experience.
- Redesigned the app interface based on findings from cognitive analysis, utilizing Figma to create an intuitive and user-friendly design, enhancing accessibility and overall user satisfaction.

99acres — Property Details Page Redesign | UX Research · Competitive Analysis · Information Architecture · UI/UX · Figma

- Redesigned the property details experience for young renters (20–30), addressing key pain points around inaccurate listings, hidden charges, furnishing details and unclear house rules.
- Conducted competitor and user research across platforms including MagicBricks, Housing.com and NoBroker to restructure information hierarchy and improve decision-making during property discovery.

SOFTWARES

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|------------------------|-------------|--------------------|
| • Adobe Photoshop 2023 | • Maya | • Basic HTML & CSS |
| • Adobe Illustrator | • Procreate | • Canva |
| • Adobe InDesign | • Figma | • DaVinci Resolve |

SKILLS

- | | |
|------------------|------------------|
| • UI / UX Design | • Photography |
| • 3D modeling | • Video Editing |
| • Graphic Design | • Product Design |

EDUCATION

Bachelor of Design in Product Design | August 2023 - Present

Netaji Subhas University of Technology

Class 12

Secured 93% in science stream

ACHIEVEMENTS

- Two Research Papers Accepted, ICoRD'27 - IISc Bengaluru:** Two papers accepted for presentation at the 11th International Conference into Research into Design (Jan 2027), on "A Comparative Exploratory Study of Accessibility Compliance in AI-Assisted Interface Design" and "A Comparative Study of Intentional UX Heuristic Deviations by Contemporary AI Models."
- Selected Project, CPVS 2025–26 - NSUT:** Selected under the government-funded Chattra Pariyojana Vittiya Sahayata initiative for research-driven academic work on an Inclusive Wayfinding System for Connaught Place, New Delhi.
- First Place, Documentary Short Film - Mood Indigo, IIT Bombay:** Won the Indigo Originals Documentary competition at Asia's largest college festival for Sahara.
- Design Head, Alliance - NSUT:** Led visual design strategy, brand identity and promotional content, managing creative direction and a team across the society's production calendar.