

Rishika Dubey | Visual Designer

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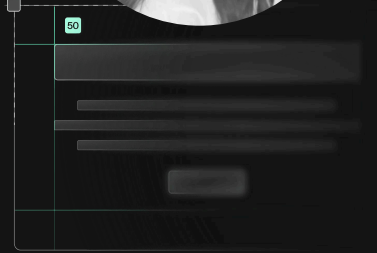
rishikadubey0705@gmail.com



I'm a passionate UI/UX designer with 4+ years of experience crafting exceptional visual experiences. Strategic designer merging aesthetics with functionality to create impactful digital experiences. I believe that great interfaces should feel invisible. Led 'The Design Theories' from solo venture to creative studio, delivering delightful solutions for 20+ brands. Specialising in UI design, scalable design systems, and turning complex problems into elegant interfaces that speaks to human.

www.rishikadubey.com

| Portfolio Website



Experience



2023 - Present



The Design Theories, Pune Founder | UI UX Designer

- Established a design-first creative studio specialising in crafting compelling visual narratives across digital platforms
- Conceptualised and delivered distinctive visual design systems for 20+ brands, focusing on micro-interactions and animation
- Pioneered a signature aesthetic approach that blends minimalist design principles with bold typography and dynamic layouts
- Created comprehensive brand identity systems including custom iconography, typography, and interactive elements
- Led the visual transformation of 5 startup products, establishing their unique design language from concept to launch
- Curated a design process that emphasises visual storytelling and emotional connection with users

2022 - 2023



Nura Softech Pvt. Ltd., Pune Senior UI UX Designer

- Spearheaded the visual redesign of the company's flagship product, introducing a modern design language with custom illustrations and animated transitions
- Developed an innovative color system and typography hierarchy that enhanced visual hierarchy and readability
- Created and maintained a living design system including 100+ reusable components, custom icons, and interaction patterns
- Introduced motion design principles to enhance user engagement and product storytelling
- Established visual design guidelines that elevated the brand's digital presence across all platforms
- Conducted visual design workshops to align team understanding of aesthetic principles and brand consistency

2021 - 2022



Nura Softech Pvt. Ltd., Pune UI UX Designer

- Part of a team of designers in developing user-centered digital experiences for web and mobile platforms, contributing to the successful launch of multiple high-impact projects.
- Conducted user research, including interviews, surveys, and usability testing, to inform design decisions and optimize user flows.
- Developed wireframes, prototypes, and detailed design specifications to communicate design concepts to stakeholders and developers.
- Collaborated with cross-functional teams, including product managers and developers, to ensure cohesive integration of design elements and adherence to project timelines.
- Advocated for a user-centered design approach and improved usability by creating consistent design systems and component libraries.
- Facilitated design workshops and brainstorming sessions to generate innovative solutions for client challenges.
- Mentored junior designers, providing guidance on best practices, design methodologies, and career development

2019 - 2021



Urbanfit Wellness Pvt. Ltd., Pune

Junior Graphic Designer

- Designed visually compelling brand identities that captured each client's unique personality and values
- Created eye-catching social media visual content that increased engagement by 30%
- Developed distinctive packaging designs combining innovative typography and visual storytelling
- Crafted visual guidelines for digital and print materials ensuring brand consistency
- Designed engaging infographics and data visualisations for wellness content
- Introduced new visual trends and techniques to modernise the company's design approach

Education



Pune



Symbiosis Institute of Design
B.Des | Industrial Design

- Graduated with honours (7.8 CGPA)
- Received the Best Digital 3D Skills Award in 2019
- Part of student Council, organising workshops and design competitions

Certifications



Google Cloud | 2023

Introduction to Generative AI

- Explored how AI can enhance design processes and user personalisation.
- Learned to utilise AI to streamline workflows and create adaptive, intelligent user interfaces.

Coursera | 2022

Google UX Design Course

- Strengthened understanding of user experience design, including user research, prototyping, and usability testing.
- Developed practical skills to create seamless user interactions and impactful digital experiences.

CalArts | 2019

Design Thinking Specialisation

- Enhanced problem-solving skills through a human-centered design approach.
- Applied creative and collaborative methodologies to develop innovative, user-driven solutions.

Contact +91 8999677571

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Expertise



Visual Storytelling, Design Systems, Motion Design, Brand Identity, Illustration, Editorial, Typography, Data Visualisation, Responsive Design & Accessibility

Hardskill



Softskills



- #Creative_Vision
- #Flexibility
- #Teamwork
- #Communication
- #Collaboration
- #Detail_Oriented
- #Problem_Solving

Achievements



- Featured | Packaging Design | Packaging of the World
- Featured | Brand Identity - Under the arch | Retail Post
- Winner | Best Digital Interface Design | Urbanfit