

Navya Sharma

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EDUCATION

Centennial College <i>Post Graduate Certificate in Interactive Media Management</i>	Toronto, Ontario, Canada <i>Graduation Date: Dec 2024</i>
Conestoga College <i>Post Graduate Certificate in Interaction Design</i>	Waterloo, Ontario, Canada <i>Aug 2023</i>
Amity University <i>Masters in Journalism and Mass Communication</i>	Noida, India <i>April 2022</i>
Amity University <i>Bachelor of Journalism and Mass Communication</i>	Noida, India <i>April 2020</i>

WORK EXPERIENCE

Codefy Labs <i>UI/UX Designer Intern</i>	Toronto, Ontario, Canada <i>October 2024 - December 2024</i>
<ul style="list-style-type: none">Contributed to the design and development of BurnOn, a cutting-edge fitness app by Codefy Labs. Developed wireframes and prototypes to visualize the user interface and user experience.Created engaging social media content to build brand awareness and drive user acquisition. Contributed to the creation of engaging social media content to build brand awareness and attract users.Assisted in the development of the BurnOn website to provide a seamless user experience.	
Human Element <i>UI/UX Designer Intern</i>	Waterloo, Ontario, Canada <i>August 2023 - August 2023</i>
<ul style="list-style-type: none">Conducted in-depth research on crossword gaming industry, analyzing user demographics, market trends, and competitor analysis to inform design decisions and optimize user experience.Developed low-fidelity wireframes, medium-fidelity prototypes, and high-fidelity designs for a crossword gaming app, resulting in a streamlined and visually appealing user interface that increased user engagement by 40%.Collaborated with development team to implement responsive design principles into the crossword gaming app, resulting in improved accessibility across multiple devices and increasing customer retention by 30%.	
Creative Galileo <i>Graphic Designer Intern</i>	Noida, India <i>January 2022 - October 2022</i>
<ul style="list-style-type: none">Cultivated engaging illustrations for 8 coloring and quiz games, capturing the attention of 10,000+ children and resulting in a 20% increase in customer engagement.Produced over 30 custom stickers digital stickers to feature in the education and game app, increasing user engagement by 14%.Designed and developed 3 visually compelling 2D game environments leveraging Adobe Creative Cloud tools to meet the needs of art direction and increase daily active users by 8%.	
Holla Digital <i>Graphic Design & Brand Freelance</i>	Noida, India <i>August 2021 - December 2021</i>
<ul style="list-style-type: none">Crafted visually stunning mood boards highlighting prominent characters and games in the industry, leading to a 20% increase in brand recognition among target audiences.Revamped website design by creating a cohesive brand identity through the incorporation of custom graphics and a consistent color palette, resulting in a 40% increase in overall engagement.Developed visually appealing brochures, increasing audience reach by 50% for the targeted event through strategic use of color psychology and attention-grabbing design elements.	
Doodle Desk <i>Graphic Designer Intern</i>	Gurgaon, India <i>June 2021 - October 2021</i>
<ul style="list-style-type: none">Developed a comprehensive social media content calendar and 50+ unique visuals, resulting in a 12% increase in Instagram followers.Strategically designed wireframes & prototypes to optimize user experience for upcoming mobile apps, resulting in improved navigation by 20%.Crafted 45 festive & motivational doodles to drive conversation and engagement on social media platforms & merchandising products, boosting ad clicks by 17%.	
Content Creation <i>Graphic Design Intern - Social & Brand</i>	Gurgaon, India <i>May 2021 - July 2021</i>
<ul style="list-style-type: none">Designed and executed visually stunning design comps in collaboration with marketing specialists, resulting in 18 new clients in one month.Developed and implemented creative social media post designs that resulted in a 30% increase in engagement rates for clients, leading to increased brand awareness and customer loyalty.	
Nayati Healthcare and Research Pvt. Ltd	Noida, India

- Collaborated with the marketing team to develop a comprehensive brand identity for the healthcare organization, leading to a 20% increase in brand recognition within the target market.
- Created visually appealing and impactful newspaper advertisement for healthcare industry, resulting in a 20% increase in customer engagement.

PROJECT EXPERIENCE

Career Sprout Website

- Recognizing the challenges faced by design students in finding relevant internships, I embarked on a project to create CareerSprout.
- Through extensive user research and analysis, I designed a user-friendly platform that connects students with top design firms.
- I was responsible for the platform's visual identity, including logo design and user interface. I also contributed to the development of the platform's core features and functionalities.

Sleep App

- Created a consistent and visually appealing theme for the Sleep App including utilizing Adobe Illustrator a creative logo of the letter "S" and an image of a sleeping person

TATA Motors Press Release

- Collaborated with team members to develop an engaging press release package including brochure, invitation card, and fliers.

SKILLS

Skills: Adobe Illustrator, Adobe Photoshop, Procreate, Figma, Framer, Blender, Adobe XD, HTML, CSS, Adobe After Effects, Corel Draw, Corel Painter, Clip Studio, Adobe Premiere Pro, InDesign, Lightroom, Photography