

YASHRAJ YADAV

UI/UX DESIGNER

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 yashhraj.framer.website

WORK EXPERIENCE

UI/ UX Designer at Sircle, Varanasi

Sept 2023 - Feb 2025 (Full-time)

- Led user research, wireframing, and prototyping with Figma to design Sircle’s website, enhancing navigation and user flow.
- Created engaging visual content for social media and branding, aligning with Sircle’s design guidelines to maintain consistency.
- Designed marketing visuals that significantly improved engagement and brand awareness.

UI/ UX Designer at DOD, Delhi

Freelance Aug 2024 - Nov 2024 (Part-time)

- Designed wireframes and prototypes for the **DOD doctor consultation app** using Figma, streamlining appointment booking for **500+ downloads** (4.8 rating).
- Collaborated with the design team to refine app functionality and improve the overall user interface.
- Made **social media ads** that increased DOD’s visibility on Instagram and LinkedIn.

Graphic Designer at Billion Visits Media

Freelance Jan 2024 - July 2024 (Part-time)

- Created compelling festival creatives, event posters, and marketing materials to boost engagement.
- Edited high-quality video content that gained over **100K views**, improving engagement.
- Designed **banners and social media assets** for brand partnerships and collaborations.

PROJECTS

Hostel App Case Study

[Case Study - Link](#)

- Simplified the hostel search process for students, ensuring easy access to affordable and convenient accommodations in new cities.

Airbnb Re-Design Case Study

[Case Study - Link](#)

- Redesigned the Airbnb mobile app, focusing on improved usability and enhanced booking experience through strategic UI/UX improvements.

Zepto Re-Design Case Study

[Case Study - Link](#)

- Redesigned the Zepto app to improve onboarding, navigation, and user flow for better accessibility and engagement.

EDUCATION

Bachelor of Computer Application

Aug 2024

- Microtek College of Information Technology

Class XII

Apr 2020

- Dalimss Sunbeam School

SKILLS

Design

User Experience | User Research | Information Architecture | Journey Mapping | Interviews | Interaction Design | Visual Design | Wireframing | Prototyping

Technical Skills

Figma | Shopify | Uizard | Photoshop | Illustrator | Premiere Pro | CapCut

No-Code Development

Framer | Webflow | Wix Studio

Visual Design

Website Design | Mobile Design | Branding | Poster Design | Graphic Design | Typography | E-book & Brochure Design | Editing

MENTORING & COMMUNITY BUILDING

- Mentored over **200+ students**, guiding design principles, typography, color theory, portfolio development, and practical design skills across multiple platforms.
- Created and shared valuable design content across social media platforms, helping aspiring designers enhance their skills and knowledge.
- **Led workshops** and online discussions within the design community to support collaboration and learning.