

Aarya Vaidya

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Pune, India

UI Designer | UX Designer

Profile

Hardworking and persistent **UI/UX designer with 2 years of experience** and a strong ability to **learn quickly and execute projects efficiently**. Experienced in designing user-friendly digital experiences, managing creative assets, and leading branding initiatives across various industries. **Proven leadership abilities** with experience in student body presidency and sports.

Work Experience

Associate UI Designer

Feelpixel | June 2024 – Present

Led the UI design project for a comprehensive insurance service by CARS24, managed and maintained the Feelpixel website, ensuring a seamless user experience.

UI/UX Designer

Go To Clan | Oct 2023 – Apr 2024

Handled the website project for a holistic living organization. Designed and optimized the website for a global leader in heat exchanger manufacturing.

Design Intern

Pugmarker | Mar 2023 – Aug 2023

Developed creatives for a leading education institute. Managed marketing creatives for a top nutrition bar brand. Contributed to the brand identity, website, and buying experience for an ayurvedic treatment company.

UI Designer

Godatu | Aug 2022 – Sep 2022

Collaborated on an app that connects users with a passion for dance.

Education

BVA in Applied Arts | Bharati Vidyapeeth School of Visual Arts
(8.32 SGPA)
2020 – 2024

12th HSC | Suryadatta College (84.6%)
2018-2020

10th SSC | New India School (91%)
2018 Pass out

Soft Skills

Leadership
Quick Learner

Time management
Communication

Teamwork
Attention to detail

Technical Skills

UI Design, UX Design
Website & App Design

Figma, Adobe XD
Photoshop, Illustrator,
InDesign, CorelDRAW,
DaVinci Resolve

WordPress,
HTML, CSS,
Python

Languages

English, Hindi, Marathi

Certifications

Gamification - How to Create Engaging User Experiences
(IxDF - The Interaction Design Foundation)

Mobile User Experience (UX) Design
(IxDF - The Interaction Design Foundation)

Web Design for Usability
(IxDF - The Interaction Design Foundation)

Achievements

Served as Technical Head in the Student Body Presidency at Bharati Vidyapeeth.

Represented college in Table Tennis in 11th and 12th, won ZP and secured 3rd & 2nd place in Zonals respectively.

Organized Cricket & Table Tennis tournaments in society and designed graphics for them.

Awards

Outstanding Performer (2025) – *Feelpixel*

Consolation Prize for UI Design (2023) – *Exhibition at Bharati Vidyapeeth School of Visual Arts*