

AAKANKSHA B

[SHE/HER]

I'm a creative professional with 5 years of design experience. Inspiration comes easy to me and I find new ways to channel it everyday. I dream to work in a place that speaks multitudes in stories shared where I can expand my abilities as a designer and a human.

CORE COMPETENCIES

Attention to Detail /
Critical Thinking / Quick
Adaptability / Intuitive and
User centered approach /
Visual Storytelling /
Collaborative / Project and
Resource Management /
Research and Analysis

TOOLS

Adobe Suite / Figma /
Notion / Spline /
{Basics of Webflow,
Framer, Blender}

LANGUAGES

English, Hindi, Telugu,
Kannada, Tamil,
Italian (Beginner)



VISUAL DESIGNER

BRANDING EXPERT

UI/UX DESIGNER

+917822113878

aakanksha.ghanwar@gmail.com

EDUCATION

Bachelors in Architecture

SIT, Tumkur, Karnataka 2014-19

UI/UX Design Certification

Designerrs Lab Feb - Apr 2022

The foundation of what I practice today was kickstarted during my study of architecture. Navigating through physical designs and experiencing it with wonder manifested into curiosity about creating designs for digital spaces.

EXPERIENCE

SENIOR UI UX DESIGNER

April 2023 - Now

@ Social Panga

An integrated digital
marketing agency.

- Conducted user research and translated findings into actionable design improvements of websites.
- Designed user flows and wireframes to optimize the overall user experience.
- Created storyboards, wireframes and low-fidelity prototypes to map out users' journey and designed visually appealing and responsive interfaces.
- Incorporated microinteractions and prototypes for seamless communication and execution.
- Designed award winning user interfaces for Manipal Hospital's Guinness World Record campaign for World Heart Day.
- Collaborated with prominent industry leaders and brands such as Swiggy, Ikea, Yatra, Triveni Turbines and Osh.
- Followed an iterative design process, making improvements based on testing and feedback.
- Achieved quick understanding analysis of user needs, market trends, and business goals.
- Collaborated closely with cross-functional teams, including developers and product managers.

...EXPERIENCE

SENIOR GRAPHIC DESIGNER

March 2022 - April 2023

@ Social Panga

An integrated digital marketing agency.

- Led and personally delivered persuasive design presentations for clients like **IKEA, Swiggy, Cakezone Eatfit and Fireball**.
- Created video frames that were **featured in New York Times Square**.
- Curated and crafted **designs for Cakezone's FIFA packaging and video frames** for advertisements.
- Conceptualized and directed the design and creative vision for designated brands and projects.
- Spearheaded numerous brand refresh initiatives.
- Authored wide range of digital and print design, ads, and other marketing collaterals.
- Worked closely with skilled animators, copywriters, business and brand strategists to brainstorm concepts and generate frameworks and pitches.
- Conducted in-depth research of client's competitors, TG, archetypes, brand positioning and values to inform and optimize project strategies.
- Elevating the visual identity throughout all creative materials, effectively communicating the brands' values while adhering to their established guidelines.

VISUAL DESIGNER

March 2022 - April 2023

Independent / Freelance

- Led the design process for an innovative smart recycling bin for **Oceans&Us Dubai**. Brainstormed with structural & software engineers and collaborated with material experts to create the exterior skin of the product while integrating an interactive experience for users.
- Created isometric maps and infographics for the **YourStory's Techsparks** event.
- Developed various collaterals like coffee table books, handbooks and almanacs for **SRM University**.
- Designed e-books and podcast banners for **Drivetrain**, a financial planning platform.
- Crafted logos, illustrations, caricatures, brand identities, and packaging for clients like **Walleve Bakery, Venturi Venture Capitalists, Sharabeshwara Hotel**, etc.

SOCIAL MEDIA DESIGNER

Nov 2021 - May 2022

@ Unnati Balgram

- Designed and illustrated for the social media of **Unnati Balgram**, an NGO for underprivileged kids of Maharashtra.
- Worked closely with the children and the founders to create engaging digital learning activities.
- Crafted campaigns and created posters to raise awareness.
- Collaborated with volunteers to build the NGO's digital presence.

PROJECT ARCHITECT

April 2019 - 2022

@ Designhaaus

@ Restore Design

- Designed spaces in **2D and 3D** along with creating realistic renders for various residential and commercial projects.
- Designed collaterals like signages, wall graphics, furniture, etc for well known brands like **Social, Urban Ladder, Smoke house Deli and Koskii**.
- Created infographics, brochures and presentation decks for commercial developers as a part of real estate marketing.
- Built a strong foundation in design thinking.