

# Vanshika

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## EXPERIENCE

### Brand and Visual Design Lead at HeliousAI

India • February 2026 - May 2026

- Designed a brand identity and provided visual guidelines for Helious AI following its ₹10L grant from the Government of Delhi at Delhi Startup Yuva Festival 2026.
- Supported early-stage fundraising efforts by designing a 22 slide investor pitch deck targeting VC investors for the government backed startup using Figma Slides.
- Improved brand visibility by establishing a cohesive brand identity through creating the app icon, brand colors, typography, iconography and re-designing the logo within 2 months.

### Founding Designer at AFTR

India • October 2024 - November 2025

- Created a Gen-Z satisfying user experience by designing 80+ screens across app and website of AFTR through 3+ iterations of user flow, wireframing, prototyping, animating and user testing using Figma and Jitter.
- Produced a modern and vibrant brand identity targeting Gen-Z audiences that generated 48k+ user interest through social media.
- Increased development speed through establishing clear brand guidelines and 10+ reusable components in Figma, collaborating closely with the founder and a team of SWEs.

### UI and 3D Designer at FixTix

Belfast, UK • June 2024 - August 2024

- Designed the UI and UX from conception to delivery for the web-3 based NFT ticketing startup through wireframing, prototyping, designing user flow, animating that gathered 6.7k+ user impressions.
- Created 60+ high fidelity screens with light and dark themes along app icon, mobile screen mockups, dynamic island widgets in Figma and 3D ticket in Spline while ensuring a consistent brand identity and visuals.
- Enabled the startup to gain exposure across events and showcases through creating a 3D mockup of the MVP NFT ticket using Spline.

### Product Design Intern at Sponskart India

India • April 2024 - May 2024

- Improved the previous UI through providing insights and redesigning website screens, user-flow and prototypes in 2+ iteration cycles using Figma.
- Collaborated with the project manager and guided junior designers using the agile development framework to assure efficiency and quality delivery under 2 months.

## SKILLS

- Design: User Experience, Interaction Design, User Interface Design, Wireframing, Prototyping, Animation, Branding, Low-High Fidelity Mockups, 3D design
- Research: User Interviews, Usability Testing, Information Architecture, Journey Mapping, A/B Testing, Competitor Analysis
- Technical: Figma, Sketch, Spline-3D, Framer, Jitter, Illustrator, Github, Canva, Mobbin, HTML/CSS

## PROJECT

### Mitsuya app and Case study | Figma, Adobe Illustrator

2023

- Initiated a project that helped to digitalize the presence of local Japanese restaurants for local as well as international customers through creating a restaurant app design.
- Conducted user research with a focus group of 5 participants to iterate on early design concepts through story-boarding, user interviews, user testing and competitive analysis.
- Designed an expandable design system with 12+ brand assets and reusable components.

## EDUCATION

### B.Tech in Electronics and Communications Engineering with Artificial Intelligence

Delhi, India • 2021-2025

Indira Gandhi Delhi Technical University for Women (IGDTUW)

### Google UX Design Professional Certificate

Remote • 2023

Coursera