

# AARUSHI MISHRA

User Experience Designer

## CONTACT

+91 7506 985 472

aarushi.mishraa@gmail.com

## EXPERIENCE

### Senior Experience Designer

Fybr | Bengaluru | Oct 2015 - Present

At Fybr, I am responsible for the user experience and visual design of various Fybr applications like Parking Genius, Parking Enforce, Fybr Insights, Fybr Ops tools, CHARIoT Tools.

### UX/UI Designer

Housing.com | Mumbai | Jan 2015 - Jul 2015

As a user experience designer at housing.com, my first project focused on the product of 'selling home loans online'. I was responsible for building and creating flows for the product on web and android platforms. Currently, I am working on the 'Data Collection App' of housing.com, which is on android platform.

### Digital Product Design Intern

Citrix Systems | Bengaluru | Apr 2014 - Oct 2014

I joined 'Citrix Systems' as a part of my post-graduate degree project as an intern for 6 months. My responsibilities at the company were to develop new parallels in the domain of 'remote information access'. The project is an 'intelligent file retrieval system' which stores and organizes information based on auto-tagging and location.

### Freelance Graphic Designer

Mumbai | Aug 2011 - Feb 2012

### Product Designer

Anindita Toys Pvt. Ltd. | Pune | Dec 2010 - Jul 2011

I joined 'Anindita Toys' for my degree project as an intern for 6 months. I was responsible for starting up an board game range for the company. My project was an 'environment awareness board game' for children of 7-12 years.

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## EDUCATION

### Post Graduation

Information and Interface Design (M.Des.) | 2012-2014  
National Institute of Design, Bengaluru

### Under Graduation

Bachelor (B.Des.) | 2007-2011  
Symbiosis Institute of Design, Pune

## SKILLS

### Design Knowledge

Design Research.

Grid & Layout.

Good sense for typography.

Color theory knowledge.

Sketching, Storyboarding.

Personas, Scenarios and Task Flow development.

Interface Design.

Wireframes and Prototypes.

### Design Tools

Adobe Products (Ps, Ai & Id)

Sketch (Bohemian Coding)

3D Modelling(Solid Works & Keyshot

HTML5+CSS3

Marvel, Axure, Flinto, Balsamiq Mockups

Pixate

Microsoft Office Suite iWork Suite