

# Varsha Satrasala

VISUAL/UI DESIGNER

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## Experience

### VISUAL DESIGN INTERN

17D NORTH | JANUARY 2021 - APRIL 2021

- Collaborated with a 4-person branding team working directly with 2 branding identity clients.
- Conceptualized icons and ad banners for a fitness brand that reached an audience of over 1000 people.
- Handled social media for 2 clients, and increased subscriptions for 1 by 10%
- Worked on creating presentations and brand guidelines.

### UI/ VISUAL DESIGN INTERN

COCOON CREATIVES | MAY 2020 - JUNE 2020

- Created 6 web wireframes for their in-house product and assisted in developing the UI.
- Developed a homepage web wireframe and UI for new client after research and competitor analysis.
- Designed and ideated a mock brand for same client.
- Managed social media for a client and helped increase engagement by 15%

### UI DESIGN INTERN

BIGTHINX SOFTWARE PVT. LTD. | JUNE 2019 - JULY 2019

- Lead UI Designer for a new and upcoming app called Lyfsize which has 1000+ downloads.
- Designed and administered approximately 20 social media posts for 2 fashion technology products increasing user engagement by 10%
- Developed the web UI, branding, and identity for the application.
- Contributed to the user research for the app by conducting user interviews, user surveys, and data collection.
- Bridged the gap between engineers and designers by delivering assets during the app development.

## About

A visual designer who is curious about user experiences and interactions. I enjoy understanding end-user needs and making experiences friendly and approachable.

## Skills

UI/UX Design  
Visual Design  
User Research  
User Experience  
Wireframing  
Branding  
Packaging  
Editorial design  
Graphic design  
3D modeling  
Video editing  
Photography

## Tools

Photoshop  
Illustrator  
Adobe XD  
Figma  
After effects  
Premiere pro  
Maya  
Dimension  
InDesign

## Education

PES UNIVERSITY

BACHELORS OF DESIGN | 2017-2021

Major in Communication Design