

VRISHIKA NAGARAJAN

 Guelph, ON |  437-345-8704 |  vnanimators@gmail.com

 marauderofux.design | behance.net/VrishikaNagarajan | linkedin.com/in/vrishikanagarajan

PROFESSIONAL SUMMARY

UX Designer passionate about creating meaningful, accessible digital experiences that connect people and products. Google-certified and fluent in Figma, Adobe XD, and front-end fundamentals (HTML/CSS), I translate research insights into conversion-focused, inclusive interfaces across e-commerce and SaaS. I combine curiosity, creativity, and data-driven iteration to design solutions that feel intuitive, visually engaging, and measurable in real impact.

TECHNICAL PROFICIENCIES

- UX Design: Wireframing, User Flows, Journey Mapping, Information Architecture, Interaction Design
 - UI Design: High-Fidelity Prototypes, Design Systems, Responsive Web/Mobile, Typography, Visual Hierarchy
 - Research & Testing: User Interviews, Heuristic Evaluation, Usability Testing, A/B Testing, Data-Driven Iteration
 - Tools: Figma, Adobe XD, Photoshop, Illustrator, Framer, Blender, Maya, Twinmotion, Unreal Engine, HTML, CSS
 - Accessibility & Standards: WCAG 2.1 Compliance, Inclusive Design, Mobile-First UX
 - Collaboration: Agile Sprints, Design Workshops, Developer Handoffs, Stakeholder Presentations
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WORK EXPERIENCE

Freelance UX Designer | Jul 2024 – Present

E-commerce, lifestyle, and productivity domains

Key Tools: Figma, Adobe XD, Illustrator, Photoshop, Framer, HTML/CSS

Focus: E-commerce UX, Design Systems, Accessibility (WCAG 2.1), Usability Testing, Conversion-Driven Interfaces

- Led end-to-end design processes — research, ideation, prototyping, and testing — across projects, **reducing user friction and iteration cycles by 25%.**
- Conducted discovery interviews and usability sessions to identify friction points and simplify task flows, **increasing task completion clarity and satisfaction in prototype testing by 30%.**
- Designed responsive, mobile-first interfaces in Figma and Adobe XD, **enhancing accessibility scores and reducing user drop-offs across key pages.**
- Built modular design systems aligned with WCAG 2.1 standards, **cutting design handoff time by 40%** and improving team consistency across multiple screen sizes.
- Collaborated with developers and marketers in Agile sprints to translate product goals into intuitive, scalable UI components, **shortening design-to-development turnaround by 20%.**
- Facilitated design reviews and workshops aligning business KPIs with user needs and technical feasibility, **resulting in smoother stakeholder buy-in and faster implementation.**
- Integrated feedback loops and session analytics in prototypes to inform data-driven design improvements.
- Currently leading UX for a Confidential B2B SaaS productivity platform (Under NDA) — designing dashboards that simplify project visibility, task flow, and cross-team collaboration.

UX Designer — ArchDzyn (Self-Initiated Product Design) | Jan 2025 – Apr 2025

Interactive 3D interior-planning and visualization app

Key Tools: Figma, Illustrator, Blender, Twinmotion, Framer

Focus: 3D Interaction Design, Onboarding Flows, Micro-Interactions, Design Systems, Spatial Visualization UX

- Initiated, planned, and executed a full UX case study exploring how users could visualize, customize, and budget interior spaces in real time.
- Conducted user interviews and persona mapping with 10+ design-oriented homeowners to uncover key decision behaviors in layout planning.
- Designed adaptive wireflows and micro-interactions that simplified onboarding and layout creation, improving task completion rates by 30% during testing.
- Built a modular design system to ensure brand consistency, responsiveness, and accessibility across 2D and 3D view modes.
- Implemented progressive guidance through contextual tooltips and motion cues, reducing setup friction by 25%.
- Validated usability through moderated prototype sessions in Figma, refining IA and feature hierarchy based on real user feedback.

UX Designer — Alpha Wine (Self-Initiated E-Commerce Experience) | May 2025 – Jun 2025

Luxury wine discovery and shopping concept

Key Tools: Figma, Adobe XD, Illustrator, Photoshop

Focus: Visual Storytelling, Color Psychology, Accessibility, Responsive UI, Checkout Flow Optimization

- Initiated and led a premium e-commerce redesign focused on blending emotional storytelling with intuitive, accessible navigation.
- Conducted heuristic evaluations and click-path tests that reduced browsing friction and improved product discovery time by 25%.
- Mapped end-to-end user journeys for first-time and returning users, identifying key moments of delight and drop-off.
- Created a scalable design system for typography, color, and spacing aligned with WCAG 2.1 accessibility standards.
- Developed high-fidelity prototypes with motion transitions and depth layers, enhancing perceived luxury and brand immersion.
- Delivered a responsive checkout flow that reduced decision fatigue and improved conversion intent in usability testing by 20%.

3D Generalist | Digital Thali | Sep 2019 – Oct 2020

3D visualization and motion design for architecture & products

Key Tools: Maya, 3ds Max, ZBrush, Twinmotion, Unreal Engine

Focus: 3D Visualization, Motion Storytelling, Spatial Design, Rendering Optimization

- Translated creative briefs into 3D concepts, improving turnaround by **15%** and refining visual problem-solving skills later applied to UX.
 - Produced **static and animated visualizations** that enhanced presentation quality and client satisfaction.
 - Modeled and textured realistic assets in **Maya** and **ZBrush**, increasing first-round approvals by **40%** while strengthening an eye for detail and composition.
 - Delivered **on-time projects** under tight timelines, fostering collaboration and precision in iterative workflows.
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PORTFOLIO HIGHLIGHTS

Marauder of UX – Portfolio Brand

- Designed a personal portfolio brand inspired by exploration and journey mapping, reflecting creative storytelling in UX.
- Developed responsive navigation and a “Portfolio Map” interaction for intuitive recruiter exploration.

Confidential B2B SaaS Platform – In Progress (2025)

- Designing early wireframes and task flows for a business productivity platform that helps teams manage projects, streamline communication, and improve operational visibility.
- Leading UX discovery to define personas, journey maps, and information hierarchy for a collaborative dashboard experience.
- Simplifying complex workflows into clear, data-driven interfaces that support fast decision-making.
- Collaborating with stakeholders to validate concepts and plan upcoming usability testing cycles.

EDUCATION & CERTIFICATIONS

- Google UX Design Certificate — Coursera / Google
- UX/UI Design Diploma — Web D School (India)
- HTML/CSS/Bootstrap Diploma — Infinitec Training Institute (India)
- 3D Animation (Postgraduate) — Seneca Polytechnic (Canada)
- Diploma in Graphic Design & Animation — Arena Animation (India)
- Event Management & Creative Planning (Postgraduate) — Seneca Polytechnic (Canada)
- B.Com in Business & Commerce — University of Mumbai (India)