

Designer/Artist/ Creative Individual

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Sanika Prabhu

Hello there! I'm Sanika and I'm from Pune. I specialise in graphic design and UX/UI. I like challenges and forming valued connections, let's connect!

EXPERIENCE

UX/UI Design Lead

Mriga | Dec '23 - April '24

- Led strategic user experience research to redefine business goals, and created user flow, site map in UX
- Redesigned brand and defined visual identity
- Designed entire website and application UI in Figma

Graphic Design Intern

The GRAPHE | May '23 - Jul '23

- Collaborated with cross-functional teams for marketing collaterals and documented process
- Designed various brands, packaging design and UI
- Made pitch decks and presentations for acquisition

Motion Graphics Intern

Almond Branding | Jul '23 - Sep '23

- Collaboratively designed story boards and scripts
- Drew animations and rendered designs in AfterEffects
- Utilised kinetic type, frame by frame, product positioning, marketing to create explainer videos

Video Editing Intern

CitySpeaks | Jun '20 - Aug '20

- Storyboarded videos and worked on script content
- Effectively collaborated with marketing teams to produce long format videos edited in PremierPro

EXTRAS

Sports

Led football team to victory as captain
Run 10km races as marathon training

Hobbies

Read almost 30 books a year.
Write and illustrate story books for kids

Teaching

Tutoring children in Spoken English and Elocution

EDUCATION

United World Institute of Design

BDes Visual Communication | 2020-2024

Thesis: Designing Educational Ecosystems for a Diverse Learning Demographic

NMIMS NGASCE

BBA Marketing | 2021-2024

Thesis: Mortality of Brands despite Rebranding, Redemption in the Industry through Design

SKILLS

Design

User Experience, Interaction Design, User Interface, Physical and Digital Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups

Research

User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, Business Research, Scaling, Competitor Analysis, Design Strategy

Software

Figma, Sketch, Spline, Illustrator, Photoshop, InDesign, AfterEffects, AdobeXD, PremierPro,

Visual Design

Poster Design, Branding, Packaging, Typography, Iconography, Book Design, Book binding, Web Design, Stylesheets and Guidelines, Illustration, Sketching

Other Skills

Rapid Iteration, Cross-functional collaboration and communication, Human Centric Approach, 2-way feedback, Content Writing, multi-Language fluency