



AYUSHI CHOUDHURY

UI/UX DESIGNER

CONTACT

- +91 8637-262-962
- ayushichoudhury2@gmail.com
- Thane, Maharashtra

EDUCATION

2017 - 2021
CREATIVE MULTIMEDIA
COLLEGE OF FINE ARTS

- BFA in Applied Arts

2015 - 2017
DAV PUBLIC SCHOOL

- AISSCE

2015
DAV PUBLIC SCHOOL

- SSE

SKILLS

- Creativity and Innovation
- Attention to Detail
- Collaboration
- Time Management
- Problem-Solving

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma, CorelDRAW, Canva
- UI/UX Design
- Color Theory
- Typography
- Digital Illustration
- Branding
- PPT Design
- Data Visualisation
- Digital Artist & Digital Color Artist

PROFILE

Versatile graphic designer specializing in branding and digital design. Known for combining creativity with strategy to develop visually engaging solutions that boost brand identity and user experience. Proficient in Figma, Illustrator, and Photoshop, with a keen eye for detail and a love for innovative design. Always eager to learn and stay on top of the latest design trends, I am excited to contribute my artistic skills and problem-solving mindset to create impactful designs.

WORK EXPERIENCE (4.5+ YEARS)

Rhythm Innovations

MAY 2024 - PRESENT

UI/UX Designer

- Branding: Developed cohesive brand identities, including logos, color schemes, and brand guidelines, ensuring consistency across all digital and print assets.
- Figma Designs (UI/UX Designs): Designed user interfaces and interactive prototypes in Figma, collaborating with product teams to create responsive and intuitive designs.
- Crafted visually engaging PowerPoint presentations, Social Media Posts, Website Prototyping, Iconography

Varahe Analytics

JAN 2024 - APRIL 2024

Associate Consultant Designer

- Social Media Posts and Thumbnail Designs
- Poster, Banner Designs and other Promotional materials
- Google Display Network (GDN) Ads and resizing of the GDN Ads

Affinity X

JAN 2022 - DEC 2023

Junior Associate Designer - Associate Designer

- Expertised in US magazine (CLIPPER) ad designs
- My experience extends to working with coupon proofer sites, optimizing designs for accuracy and brand alignment

Addzet Advertising & Media Pvt. Ltd.

APRIL 2021 - JAN 2022

- Brand Development and Visual Identity
- Social Media Graphics and Campaigns
- Digital Advertising and Display Ads
- Sales Collateral and Print Materials

Freelance Digital Color Artist

- Colorization of Children Book Illustrations