

DEVIKA APTE

UX / Visual Designer



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EXPERIENCE

Freelance Visual Designer

Spring Computing Technologies

July 2018 • Pune, India

- Worked on an Android and iOS mobile application which allows lawyers to post cases, accept cases posted
- The app also featured an in-app payment functionality.
- Improved the User experience & Visual Design in under three weeks.

UI / UX Design Intern

Amura Marketing Technologies

April 2017 - June 2017 • Pune, India

- Assisted in creating a mobile Application for company clients in the real estate market in Pune, and handled social media for them.
- Ideated and designed Illustrations and GIF's for social media posts.
- Created wireframes and interactive prototypes.

Design Intern

GenieJi

October 2015 - January 2016 • Pune, India

- Projects involved working with developers, marketing and account managers to collaboratively create visuals for different medias including apps, website and different print medias.
- Created templates for the branding of the company and designed an illustration based calendar.

PROJECTS

Redesigning the Caltrain App

September 2018 - December 2018 | AAU, San Francisco

- Improving the user experience by adding features such as train schedules, ticket activation and creating alerts/notification.
- User study & market research for improving intuitiveness.
- Changing the look and feel for desirable experience.

Application to tackle childhood speech dysfluency

July 2017 - May 2018 | BVP, India

- Case study - designed a game based app as a solution for kids who suffer from speech dysfluency.
- Designed therapeutic games by understanding their psychology & behavioural patterns.

EDUCATION

MA, Web Design & New Media

September 2018 - May 2020

Academy of Art University, San Francisco, CA
GPA 3.85 | President's Honor List - Fall 2018

BFA, UI/UX Design

August 2014 - May 2018

Bharati Vidyapeeth College of Fine Arts,
Pune, India | Department Rank 3

TOOLS

Design

Sketch
Photoshop
Adobe XD
Premiere Pro
Illustrator
InDesign

Coding

HTML / CSS
Javascript

Prototyping

Invision
Principle

SKILLS

UX Design
Interaction Design
Visual Design
Web Development
Wire-framing
Prototyping
Brand Strategy

Surveys
User Testing/ Research
User Personas
User/ Task Flows
Usability Testing
Sketching
Photography

POSITION OF RESPONSIBILITIES

Lady Representative

BVP | August 2017 - May 2018, Pune, India

Event Co-ordinator

(Student Committee)

BVP | September 2018, Pune, India

EXTRA CURRICULARS & AWARDS

- Professionaly Trained Indian Classical (Bharatnatyam) Dancer since 2001
- Awarded by Infosys Foundation and INFANT India for performing at Dance Festivals