SARTHAK VERMA

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SUMMARY

- Innovative and detail-oriented UX Designer with 1.7 year of experience in creating intuitive and user-centric designs.
- Skilled in wire-framing, prototyping, Web Design, Application Design, Landing pages, Mobile applications.
- Possess skills and competency to translate complex requirements into seamless user experiences.
- Committed to enhance user experience through iterative design processes and continuous feedback loop.

TECHNICAL SKILLS

- Design mock-ups, create high level design documents with a focus on User centric design, Interaction design using Figma, Canva.
- Proficient in Figma, Adobe Photoshop

PROFESSIONAL EXPERIENCE

HYBRID UTOPIA
Faridabad, Haryana| India
UX Designer
09 2023 – Present

I am responsible to create user-centric designs by prioritizing intuitive navigation, responsive layouts, and visually appealing aesthetics. In my role, I ensure websites are accessible, functional, and aligned with the brand's identity, using feedback loop and testing to refine the user experience. My designs aim to balance user needs with business goals for maximum impact.

PROJECT DETAILS

⇒ **Online School Website Project**
- **Enhanced User Engagement**: Redesigned user interface with an overall objective on intuitive navigation and visually appealing design elements. User engagement Increased by 40%.
- **Increased Conversion Rates**: Achieved a 30% increase in student sign-ups by implementing a streamlined registration process and clear call-to-actions workflow.
- **Positive User Feedback**: Received positive feedback from users on the ease of use and aesthetics of the website, leading to higher user satisfaction and retention.

⇒ **E-Commerce Website Project**
- Created a visually engaging, minimalist design to highlight product aesthetics.
- Ensured user-centric navigation for a seamless browsing experience.
- Designed clean layouts that prioritize product visibility and appeal.
- Developed an intuitive checkout process to enhance user convenience and satisfaction.

⇒ **Design Landing Pages for B2C scenario**

- Designed landing pages which align with each website's purpose to create an engaging user experience and drive conversions. The design is sleek and visually striking, featuring service highlights and a streamlined booking system. For a recipe-sharing site, the landing page is visually appetizing, with intuitive navigation, highlighted featured recipes, and a community-driven feel, ensuring users are engaged and inspired to explore.

⇒ **Digital Platform design for Legal Services**

- Collaboration site between advocates and their client to mutually exchange on legal proceedings using alert mechanism.

ACHIEVEMENTS

- Proficient in Figma, Canva, Photoshop, etc.
- Fundamental of Digital Marketing from Google
- UI/UX Design Specialization
- Self-charging E-Bicycle project (In Graduation).

EDUCATION & OTHER

IIT HYDERABAD
Visual Design and User Experience **|** 2025

MAHARSHI DAYANAND UNIVERSITY
B. Tech **|** 2022

OTHER EDUCATION: Fundamental of Digital Marketing | Google

HOBBIES: Badminton, Social work, Travelling, Learning new skills, etc