

AMISHI JAIN

UX/UI DESIGNER

User-focused UX Designer experienced in research, information architecture, service blueprinting, prototyping, and design systems, with a passion for solving complex problems through data-driven and user-centred design.

EXPERIENCE

INTERNSHIP - PRODUCT DESIGN

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Duration - 5 months

- **Spearheaded** UX Design for an AI - powered platform that enhanced summarisation for academic and professional researchers.
- **Conducted 60+ surveys, 25 interviews, 4 service safaris & 5 onboarding sessions** to uncover friction points and improve usability.
- **Developed personas, mapped user journeys, and analysed 12+ competitors** to guide product features and strategic UX choices.
- **Created a modular design system** and refined flows, **reducing average task time** for users to access summaries **by nearly 30**.
- **Implemented 3+ iterative feedback rounds**, enhancing navigation, onboarding clarity, and task completion success rates.

INTERNSHIP - UX DESIGN

Appsuccessor Media Pvt Ltd, Noida

Duration - 5 months

- Drove user-centred design improvements for two high-traffic apps (Fitness app and Meditation app), and **launched 2 new features** based on research-driven needs.
- **Designed 20+ high-fidelity wireframes and flows for 2 live mobile apps**, focusing on usability and visual clarity.
- **Collaborated with 2 developers and 2 marketers** to align business goals and deliver smoother onboarding and retention flows.
- **Reduced user onboarding friction** by removing redundant interactions, resulting in higher activation and drop-off reduction.

INTERNSHIP - CHILD EDUCATOR

Kunjai Welfare Society (NGO, Bhopal)

Duration - 2 months

- **Designed and facilitated educational activities** for children aged 5-10, fostering skill development through craft and storytelling.
- **Increased classroom participation by 50%** through engagement-driven formats and culturally relevant narratives.

SELECTED PROJECTS

NOTSLY - 2024

- **Designed an AI-powered notes summarisation web app** used for academic and corporate research.
- **Conducted surveys and interviews with 25+ users, identifying key UX pain points** around clarity and ease of use.
- **Mapped 4 user personas** and a user journey to inform product flows.
- **Created high-fidelity wireframes** and a modular design system **enabling future scalability and accessibility**.
- Iteratively tested design flows through **3+ feedback cycles, reducing user confusion and accelerating summary generation time**.

RAAHI - 2023

- Devised and delivered a mobile-first solution to enable collaborative, customised itinerary building for Indian travellers.
- **Mapped insights from 30+ user interviews** into journey maps that addressed personalisation gaps and planning pain points.
- **Developed and tested 3 flagship features** — smart itinerary generator, group trip editor, and embedded destination reviews.
- **Structured information architecture** and visual hierarchy to reduce user planning time, enhancing group decision-making equity.
- **Led the entire UX lifecycle independently over 5 weeks**, demonstrating agility, systems thinking, and ownership.

CONTACT

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SKILLS

UX AND PRODUCT DESIGN

User Research · Design Thinking · Wireframing · Prototyping · Interaction Design · Information Architecture · Accessibility · Design Systems · Design Language Systems · Journey Mapping · Competitive Audits · Communication

STRATEGY AND PROCESS

Service Blueprinting · Persona Creation · Ecosystem Mapping · Quantitative Analysis · User Onboarding · Secondary Research · Industry Analysis · Storyboarding · Iterative Design

TOOLS AND SOFTWARE

Figma · Sketch · Procreate · Spline 3D · Rhino 3D · Miro · Grasshopper · AutoCAD · LottieFiles · Keyshot · Notion

EDUCATION

BACHELOR OF DESIGN

National Institute of Design, MP 2020 - 2024

SENIOR SECONDARY SCHOOL

Delhi Public School, Gurgaon 2018 - 2020

SECONDARY SCHOOL

Delhi Public School, Gurgaon 2016 - 2018

ACCOLADES

DIC BHU SUSTAINABILITY CHALLENGE 2023

Authored and presented a research paper in June 2023 at IIT BHU for an international conference for a project in a local village in Madhya Pradesh titled "A Case Study of the Impact of Waste Management on a Small Village in India".

GOLD MEDAL - CONTINUOUS ACADEMIC EXCELLENCE

DPS Gurgaon, 2020

UTOPIA MUN INTERNATIONAL PRESS - 2018

Ranked 2nd among 20 caricaturists

CERTIFICATIONS

GOOGLE UX DESIGN CERTIFICATE (COURSERA) - 2024

Completed a rigorous 7-course program covering the end-to-end UX design process, while gaining hands-on experience in design thinking, user-centred design, accessibility, user research, wireframing, prototyping and usability testing.