TANVI RASTOGI

I am pursuing a career in UI/UX & Product Design. My engineering background, creative abilities and work experience at Kohbee help me in leading UI/UX projects independently. I am technology-savvy and possess a good design sense of colors, shapes, moods and text hierarchy. I am also a passionate reader and a self-taught artist of digital & traditional media.

CONTACT

📞 +91 9717783920

✉️ tanvi91r@gmail.com

🌐 Portfolio:
https://www.tanvirastogi.com/

📍 Mohali, Punjab

EDUCATION

NIIT UNIVERSITY *(2010-2014)*
🎓 B. Tech in Computer Science Engineering

🎓 **DELHI PUBLIC SCHOOL, GURGAON**

GRE: 326/340
(Verbal: 156, Quantitative: 170)

TOEFL IBT: 112/120

USER EXPERIENCE DESIGN FUNDAMENTALS CERTIFICATE COURSE BY JOE NATOLI

EXPERIENCE

- Worked for seven months at Kohbee Technologies Pvt Ltd as Product Designer (Jan – July 2023). During this period, made 300+ screens for various features for desktop and mobile website and app
- The Kohbee application platform helps Content Creators to run and grow their online business. The Kohbee App allows to automate content monetization and build profitable funnels for the digital products of the creators.
- A few of the projects I worked on:
  - **Page Editor:** Designed an intuitive UI with a 3-panel layout in desktop, and each panel as a separate screen in mobile, so that the creators can edit and publish webpages, add/edit/remove/reorder sections or content, change templates and global styles, preview page in desktop and mobile views etc.
  - **Course Editor:** Designed a similar 3-panel layout in desktop for consistency and ease-of-use so that the creators can easily create online courses, add/edit/reorder sections, lessons and media, schedule drip settings, etc.
  - **Funnels:** Designed a funnel visualizer for desktop to show the different elements in the various funnels available and made an IA flow with essential questions to quickly lead the user to it. With this flow, the user gets the 'Aha!' moment sooner and is more likely to complete the process. Once the funnel is created, the user can then edit the pages in the Page Editor, add content and publish the same with just a few clicks.
  - **User Management:** Designed desktop and mobile app screens where users can add/edit/remove members, assign roles (Admin, Manager, Collaborator) based on access permissions to certain areas of the business, assign tasks and view member data logs, among other operations.

WORK RESPONSIBILITIES AT KOHBEE

- Researched and collated references, created concept moodboards on Mural & Figma
- Prioritized user stories and brainstormed effective solutions with the team
- Made Information Architecture flows in Procreate & Figma
- Made rough sketches in Procreate, low and high-fidelity wireframes in Figma
- Created design prototypes for feasibility and usability testing by product and development teams
- Conducted design reviews for developed products
- Designed graphical assets, Playstore app images, marketing posts, reusable components and icons for various projects
- Used software like Figma, Procreate, Mural, Asana, Jira to produce the work deliverables on time

CREATIVE SKILLS

- Excellent written communication skills (experience in Copywriting, Screenwriting, Blogging and Book Reviewing)
- Sketching and Painting (Landscapes, Portraits, Bookmarks, Floral & Urban sketches using various media like watercolors, gouache, inks and pen)
- Digital Illustration and Graphic Design (Motivational/Movie Posters, Animated GIFs, Instagram story templates, logos etc.)
- Video-making and editing skills (Davinci Resolve 17, InShot)
- Photography & Social Media Marketing (1100+ photos and reels clicked/filmed, edited and posted on my book account *(@trwriteratwork)* on Instagram using Snapseed, Adobe Lightroom and Canva