



Aashna Saxena

Visual and Experience Designer

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Profile

I bring a unique blend of technical expertise and creative vision to the field of UX design. With 3 years of experience in design and architecture, I have honed my skills in design thinking which I seamlessly integrate in crafting intuitive and engaging digital experiences.

Expertise

- Visual Design
- UX Research
- Wireframing
- Prototyping
- Mobile App Design
- Interaction Design
- Design Thinking
- Usability Testing
- Storyboarding
- Presentation Skills
- Branding

Languages

- German A1
- English C1

Tools

- Figma
- Miro
- Procreate
- Adobe Photoshop
- AutoCAD
- Sketchup
- Lumion

Soft Skills

- Storytelling
- Communication
- Empathy
- Collaboration
- Adaptability
- Teamwork
- Attention to detail
- Problem Solving

Work Experience

STUDIO BLUEHILL

New Delhi , India
Jan 2021 - Feb 2023

ARCHITECTURAL DESIGNER

Design and development

- Conceptualizing and executing spaces tailored to human experiences with the help of drawings and visuals.
- Worked on 20+ projects & dealt with 7+ clients directly.
- Prepared and presented rough drafts to teams and stakeholders.
- Structured and organized content intuitively, leveraging expertise in spatial planning and information flow from architecture projects.

THE FARMERS CO.

New Delhi , India
Oct 2020 - Jan 2021

UI AND VISUAL DESIGNER

Branding and Identity

- Worked closely with founder to transform business objectives into visuals and an established brand.
- Assisted in gathering and evaluating user requirements.

Visual Design

- Crafted visual elements for marketing initiatives, employing creativity and technical expertise to produce visual content.

Education

2023 - 2025

Germany

Master of Arts in Visual and Experience Design

University of Europe for Applied Sciences

2015 - 2020

India

Bachelor's in Architecture

Lovely Professional University

Certifications and Awards

2024 , *Ixdf*

Data-Driven Design : Quantitative Research for UX

2024 , *Ixdf*

Human-Computer Interaction: The Foundations of UX Design

2023 , *Udemy*

Complete Web & Mobile Designer

2021 , *ArchDais*

Top 50 - *The Container Studio : Den for Designers*

2020 , *COA*

Top 25 , *North zone winning entry , Design Documentation*

Projects [View Portfolio](#)

Elemed | UI/UX Design , Research | Healthcare

A holistic healthcare application for care seekers.

UNA | Visualization , Dashboard design

A platform that helps you know about your emotions and form a visualization based on your data.

The Farmers Co. | Branding and Identity , Visual Design

Designed and created visuals for the brand to make its mark before launching.