

Harshil Pujara

Product Designer based in Ahmedabad.

kaliyugg.com

harshilisworking@gmail.com

Experience

Zero Designs — UI/UX Design Intern

12/'23 - Present

Adani Digital Labs — UX Design Intern

05/'23 - 08/'23

Redesigned the Pranaam package page and **conducted UX audits for FnB and Hotels**, enhancing user engagement and **potentially improving conversion rates**.

Led **design research** for a new project and contributed to the successful "**Chak De Freedom**" campaign, resulting in over **500 players earning significant rewards**.

Supported the app's transition to dark mode for flight tracking and optimized digital assets, leveraging UX design and AI tools to streamline processes and enhance user experiences.

Blissful7 — Graphic Design Intern

03/'22 - 05/'22

Developed and executed **social media creatives** across various industries, notably jewelry and smart cards, **leading to a 20% uptick in engagement metrics**.

Engaged closely with **clients from different sectors**, receiving appreciation for creative explorations and strategic content innovation.

Feed Your Feed — Graphic Design Intern

03/'22 - 05/'22

Developed **social media graphics for various clients** and led the creative process for packaging design for a supplement company.

Generated **short-form podcast content from longer YouTube videos**.

Foody Buddy — Lead Designer

10/'21 - 011/'21

Crafted **engaging social media content** by editing product photoshoot images, enhancing their appeal for social media platforms. Ran Facebook and Instagram ad campaigns, **achieving a 20% increase in account discovery and inquiries**.

Played a key role in developing scripts for potential Instagram reel promotions, adding a creative edge to our marketing strategies.

Cluster Veza — Graphic Design Intern

05/'21 - 07/'21

Designed **client pitch decks** regarding how the agency can help our clients grow and designed campaign posters and **designs for a renowned political party MLAs for election campaigns**.

Crush Coffee — Lead Designer

03/'22 - 05/'22

Managed social media creative production and edited product photos for social media/advertising, **contributing to a 30% increase in social media popularity**.

Designed a variety of physical assets including cups and paper products, alongside websites, **contributing to brand enhancement**.

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Education

Unitedworld Institute of Design — B.Design

05/'20 - 05/'24

Major in Visual Communication with straight First Class Results

Skills

Interaction Design, Visual Design, Design Systems, Prototyping, Material Design, Human Interface, Presentation Design, Product Thinking, User Research
Figma, Sketch, Adobe Creative Suite, Video Editing, Blender, Framer