

TANISHA PHALKE

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London, UK

[LinkedIn](#)

[Portfolio](#)

PROFESSIONAL PROFILE

I'm a UX Designer with a strong background in graphic design and a Master's in User Experience Design. Experienced in crafting user-centered designs that blend creativity with functionality. I'm passionate about creating simple, impactful designs that prioritize users at every step. Driven by empathy and a love for problem-solving, I'm dedicated to making the digital world more user-friendly and inclusive.

EDUCATION

Msc in User Experience Design

Kingston University, London, UK

Sep 2023 - Sep 2024

Bachelor of Design

School of Fashion Technology, India

April 2018 - April 2022

PROFESSIONAL EXPERIENCE

Plateful cafe

Graphic Design Volunteer

- Elevating the visual identity of Plateful Cafe, a refugee-focused establishment.
- Responsible for creating engaging and culturally sensitive graphic materials.
- Collaborating with the team to develop design solutions that communicate the cafe's mission effectively.

Nov 2023 - Present

Shiibui Studio

Designer - Intern

- Designed user interfaces
- Created wireframes and prototypes
- Conducted user research
- Worked closely with the development team to ensure seamless product design.

May 2023 - June 2023

Yellodrive Marketing

Graphic Designer

- Designed visually compelling Social media posts and reels for multiple brands
- Edited videos for social media.
- Content writing.
- Marketed materials, such as banners, ads, brochures.
- Created wireframes and prototypes for websites.
- Collaborated with clients and the creative team to conceptualize and execute design projects.
- Ensured clients consistency across all marketing assets.
- Met tight deadlines and managing multiple design projects simultaneously.

Feb 2023 - May 2023

&TONIC Media

Brand Strategist and Designer

- Developed and refined clients' brand identities.
- Created logos, color palettes, and visual elements.
- Designed packaging and marketing collateral aligning them with brand guidelines.
- Designed Social media posts and reels.
- Design thinking, strategising and execution of branding and content projects.
- Collaborated with creative director, freelance team and account manager to complete client projects successfully.

Sep 2022 - Nov 2022

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Aftereffects
- Adobe Indesign
- HTML and CSS understanding
- Website design
- App design
- Figma
- Framer, Webflow, Wix, Squarespace
- Motion design
- Prototyping, Wireframing
- User research and testing
- Video editing
- Email marketing