

# Jyotsna Bisariya

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## INTRODUCTION

I have a passion for design and keen interest in pursuing a career in UX/UI. I consider myself creative, a quick learner, and well-suited to thrive in dynamic startup like environments. My strength lies in creating visually captivating designs and applications that enhance user experiences and in creating seamless, user-centric digital experiences that resonate with the audience.

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## EDUCATION

<b>B. Tech in Electronics and Communication Engineering,</b> Vellore Institute of Technology (VIT), Vellore; (Graduating May 2025) Running CGPA: 8.0/10	<b>2021-Present</b>
<b>Senior Secondary and Highschool</b> Sanskriti School, New Delhi	<b>2014- 2021</b>

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## SKILLS

- User Experience Design
  - User Interface Design
  - Interaction Design
  - Graphic Design
  - Artificial Intelligence and Machine Learning
  - Innovation Development
  - Visualization & Strategy
  - Artistry and Leadership
  - **Design Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, Canva
  - **Technical Skills:** Python, JavaScript, HTML, CSS, C, C++, DSA and DBMS, PHP, React
  - **Languages known:** English, Hindi, French and Spanish
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## SELECTIVE COURES/CERTIFICATIONS

• Interaction Design Foundation (IxDF), USA – Member	2024
• IxDF Certification - User Experience: The Beginner's Guide	2024
• NPTEL – Forest and Management	2024
• IxDF Certification - Human-Computer Interaction: The Foundations of UX Design	2024
• Google - UI/UX Certificate course on Coursera	2023
• NPTEL - Interaction Design Certificate	2023
• Toyota (TKM) - Megger Check Sheet App Design	2023
• Papermoon & Collab Junction - Social Media Posts and Tasks	2023-Present
• School & College VIT, Vellore Design services & Advertising Design	2019-Present
• Alliance Francaise, National School of Drama, British Council & Trinity College London	2015-2019

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## EXPERIENCE

**Project Intern- User Experience , Altimetrik** **May 2024 – Present**

Altimetrik Corp, USA: INNOVATIVE. INCLUSIVE. INTERCONNECTED- 1000 Town Center, Ste 700, Southfield, MI 48075, USA <https://www.altimetrik.com/>

- Working on a live project where company's solutions enable the rapid launch of new products and services that boost revenue, improve margins, and deliver what customers value - simple, effective experiences.

**UX/UI Design Freelancer, Papermoon****Nov 2023 - Present***AI based design start-up focusing on cutting edge websites, CAD design and marketing content creation*[www.papermoon.in](http://www.papermoon.in)**Outcome:** *Enhanced skills in UX/UI design, branding, and client collaboration*

- Designed the UX/UI for the company's web and mobile applications
- Designed the company's website, logo, and branding templates
- Worked on multiple client projects delivering designs for digital marketing and social media
- Conducted research, and collaborated with developers to ensure alignment with the client needs and brand consistency.

**Design Analyst, Collab Junction****Aug 2023 - Present***A start-up building an all-purpose collaborative, nationwide platform for event planning connecting artists, speakers, actors, and more*[www.collabjn.in](http://www.collabjn.in)**Outcome:** *Enhanced platform design to boost engagement, growth, and user satisfaction significantly*

- Working as an "Entrepreneur in residence" responsible for design
- Designed content for digital marketing, social media campaigns and website for multiple events
- Led the design effort for the front-end team, operations team, and event management team

**Trainee, CRIS (Centre for Railway Information Systems)****Jan 2024 - April 2024***Centre for Railway Information Systems, Ministry of Railways, Government of India*<https://cris.org.in/>**Outcome:** *Improved design for better usability and user-friendly experience and seamless user interface*

- Railway Employee Self Service (RESS) Mobile App and its Web application to improve its design with focus for better usability and user-friendly experience and seamless user interface.
- RESS app having more than 1.5 Million Users of Ministry of Railways Government of India

**Toyota Campus Ambassador (TCA) for Design, Toyota Kirloskar Motors****Oct 2023 - Dec 2023***Toyota Design internship for college students still in campus*<https://www.toyotabharat.com/>**Outcome:** *Used design skills in app development, improved efficiency and collaboration*

- Worked to design an app that digitized company's processes, reducing paperwork and boosting efficiency
- Worked with the Team and Developed wireframing, and conducted usability testing
- Worked closely with developers and the technical team to ensure timely delivery and significant improvement in productivity

**Intern Trainee(Paid), FITT IIT Delhi****Aug 2023 - Oct 2023***Foundation of Innovation and Technology Transfer the Industry Interface Organization at IIT Delhi.*<https://fitt-iitd.in/web/home>**Outcome:** *Enhanced projections through design skills and interaction, gaining knowledge on startup environment*

- Researched user needs, created wireframes, and collected stakeholder feedback to guide design revisions
- Created user-friendly designs aligned with trends, collaborating with developers for accurate implementation
- Conducted usability testing, refined designs, and presented concepts for client approval

**Trainee, CRIS (Centre for Railway Information Systems)****Sep 2021 - Oct 2021***Centre for Railway Information Systems, Ministry of Railways, Government of India*<https://cris.org.in/>**Outcome:** *Augmented design journey via practical IT insights and systems involvement*

- Gained first-hand knowledge of IT systems and applications, particularly passenger reservation system. The Passenger Reservation System -PRS is run by Indian Railways and IRCTC and is managed and operated

by CRIS which is Reservation System for World's second largest populous country and having Multiple Delivery Channels - Counters, e-Ticketing etc.

- Gained hands-on experience and guidance from mentors in ticketing systems, passenger information management, and marketing strategies
  - Contributed to Ministry's objectives of enhancing passenger experience and optimizing user interfaces in application through application development and media management
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### EXTRACURRICULAR ACTIVITIES

- Senior Core member - Entrepreneurship Club, VIT and Pixelate, Design Club, VIT
  - Secretary and Senior Core member - Trekking Club VIT, Vellore
  - Tripease- working on a self-startup idea
  - Designer at Tripease, MiniBlooms and Spiral Splash
  - Sanskriti School Design and event management team
  - Cooking and Home Science Certificate from Guy B Philip School, North Carolina, USA
  - Attended Summer TIE Workshop at National School of Drama (Sanskar Rang Toli)
  - Attended various courses from British Council, Alliance Française and Trinity College London
  - Participated at various National Level Competitions
  - On the Editorial board as Art & Designer Editor on international magazine "We Need to Talk"  
<https://weneedtotalk.news/>
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### ACHIEVEMENTS/RECOGNITIONS/MEETS

- Startup Mahakumbh Bharat Innovates by DPIIT 2024
  - CII Excellence Summit 2023
  - CII Conference of Embracing Women Shakti 2023
  - Samsung Solve for Tomorrow Startup Event 2023
  - Submission of Idea for the Vision Viksit Bharat @2047 2023
  - Anchored at Startup Fair conducted by E-cell VIT Vellore 2023
  - Organized E-Talk in E-Summit 2023 conducted by E-cell VIT, Vellore. 2023
  - National Business Competition (Pragati)-SFIT, E-cell 2022
  - Certificate of Merit in sports and appreciation for Role of Director at School Annual Day 2018
  - Certificate of Achievement for attaining 2<sup>nd</sup> position in "La Grammaire Francaise Va Etre Ludigue" 2018
  - Certificate and Completion Award for completing "Edsplore Bharatpur Program" 2018
  - Certificate of Appreciation for Exemplary Performance in the "Bonjour India Festival" 2017
  - Certificate of Excellence "The Daksh Puruskar" for proficiency in Art Education & Work Education 2017
  - Certificate of 4 C's (Caring, Compassionate, Courteous and Co-operative) 2016
  - Certificate of Appreciation for Showing altruistic behavior towards differently abled students 2016
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### SOCIAL WORK AND LEADERSHIP

- Distributed eco-friendly & bio-degradable sanitary pads towards 100 girls at Khushi Rainbow Homes.
  - Provided shields, masks and sanitizers to COVID frontline workers during COVID times. This was showcased on National Channel DD News program "Good News- Jazba India ka" Live telecasted on 10th August and again on 15th August 2020 on DD News. This can be seen at link- <https://youtu.be/xN0QexBnmA>.
  - Applied for Bal Shakti Puruskar 2020 which is given by Hon'ble Prime Minister of India. Reached till Central level (District, State, Central and Final selection of one student in the country).
  - Worked for Uday Foundation NGO (working for underprivileged children).
  - Raised Funds for the NGO Enactus, IIT Delhi for frontline workers.
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### HOBBIES

- Travelling and exploring new places
- Trekking, Sketching and Painting