

Amish Agarwal

UX-UI Designer, Content Strategist

I lead digital transformation in organisations across diverse verticals through user experience and user interface design. low-cost web development and email and social media marketing. My expertise in UX-UI design have propelled my vision of driving a coordinated media and content strategy, and successful digitized growth for organisations that I have partnered with. Having worked in Netherlands, Russia, Egypt and India, I have gained cultural exposure that complements my innovative thinking capabilities.

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WORK EXPERIENCE

UX-UI Designer and Developer Upwise

12/2019 - Present Remote
Upwise is committed to drive digital transformations among among small-medium scale businesses by providing robust CRM systems.

Achievements/Tasks

- Design and Development of marketing deliverables such as landing pages and banners.
- Client Communication to facilitate design and development projects.
- Dedicated UX-UI Strategy to enhance user flow
- Marketing consulting

Website : www.upwisepro.com

Independent Designer - Developer Freelance

02/2019 - Present
Working with various companies to establish and strategize their digital presence in order to boost conversions and sales.

Highlights

- Worked on User Journey and Visual Design of digital products to boost impressions and sales
- Collaborated with professionals from more than 12 countries, including the United Kingdom, Brazil, Greece The Netherlands, and Egypt
- Managing WordPress CMS and digital products in order to improve brand identity and reputation

Website : www.heliosluxuryvillas.gr, www.cottsbury.com

UX-UI Designer Dojoko

11/2020 - 05/2021 Amsterdam, Netherlands
Student centered social media start up, with a focus on housing, e-commerce and the social media.

Achievements/Tasks

- Design and user-testing of web and mobile interfaces using adobe creative suite
- Product development and design consultation

Website : www.dojoko.com

EDUCATION

Bachelors in Media & Information University of Amsterdam

08/2019 - 06/2022 Amsterdam, Netherlands

Courses

- Data Driven Research
- Information & Interface Analytics
- UI-UX Design
- Digital Tools and Methods

UX- Certificate Course (Google) Google

- Courses
- Prototyping
 - UI Design Fundamentals
 - User Research

SKILLS

UX-UI Design Adobe XD Prototyping

Social Media Management Wordpress

User Research Email-Marketing

Figma Indesign Microsoft Office

Content Writing

PERSONAL PROJECTS

Vistara Airlines Website Redesign (01/2021 - 02/2021)

- User Research and competitor analysis
- User Interface Design
- [Vistara Airlines Landing Page Redesign on Behance](#)

Khoj Property Search Application (08/2020 - 01/2021)

- User Research and Survey for property rental market
- Application Design Process and case study
- [Khoj Property Search & Rental Application on Behance](#)

Kerala Tourism Website Design (08/2021 - 08/2021)

- Interface Critique (Critical Thinking) on existing design
- User Interface Design
- Figma
- [View Kerala Tourism Website UI](#)

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

French
Limited Working Proficiency

Spanish
Elementary Proficiency

INTERESTS

Travel Blogging Aviation

Data Science Statistics Cricket

Python Architecture Design