

# SHAILAJA PRASAD



## UI/UX Designer

Eager and passionate recent master's graduate in user experience design, with a 3+ years expertise in graphic design, ready to combine elegant aesthetics with practical, user-centered solutions.

## Contact

[www.shailajaprasad.com](http://www.shailajaprasad.com)  
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## Education

### MS USER EXPERIENCE DESIGN

University of Brighton  
Sept 2022- Sept 2023

### BDES TEXTILE DESIGN

National Institute of  
Fashion Technology  
Sept 2014- Sept 2018

## Experience

### ● VISUALISER - ARM WORLDWIDE, INDIA

Dec 2021- Sept 2022

### ● SENIOR GRAPHIC DESIGNER - ARM WORLDWIDE, INDIA

Oct 2020- Dec 2021

### ● CREATIVE EXECUTIVE - ARM WORLDWIDE, INDIA

Aug 2019- Oct 2020

ARM Worldwide is a Marketing & communication consulting company that provides global delivery for digital, public relations, content, analytics & technology.

- Handled the creative mandates for all social media platforms for Bajaj Finserv, India's Top Non-Banking Financial Company and Amazfit, leading brand for smartwatches and fitness bands.
- Successfully completed **25+ Campaigns and 200+ creatives** from concept to completion.
- Created a website for powerplay campaign for Strategically engagement and driving increased sales.
- Designed EMI Network Campaign, Just EMI, and EMI Hai Na collaborating with the social team for Bajaj Finserv, which helped in reducing service queries for EMI Network Card **by 19%** and increasing engagement rate by **23%**.
- Efficiently prioritised and oversaw a large number of projects in a fast-paced environment, demonstrating strong problem-solving abilities to fulfil deadlines.
- Apart from Bajaj Finserv, I have executed designs for Jack Daniels, Amazfit, Experion, Casinnox8, Adtech, Alliance, Bajaj Finance Limited and Bajaj Health.
- Created videos, web banners, logos for campaigns, google ads, case study, videos, UI for websites, menus, brochures, infographics, hoarding, E-mailers, and digital creatives for social media profile.
- Promoted within every 12 months due to strong performance.

## Skills

User research  
User interview  
Interaction designs  
Personas  
Information architecture  
Wireframing  
Prototyping  
Usability testing  
Graphic design  
Motion graphics

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## Tools

Figma  
Adobe Photoshop  
Adobe Illustrator  
After Effects  
Adobe InDesign  
Adobe Premier  
Corel Draw  
Balsamiq  
Miro  
Microsoft Office

## Accomplishment

**ENTERPRISE DESIGN  
THINKING CERTIFICATION BY  
IBM**  
Practitioner

**INTERNATIONAL STUDENT  
SCHOLARSHIP**  
University of Brighton

● **TEXTILE DESIGNER** – FULLSEA EXPORTS PVT. LTD.  
May 2018- Jun 2019

● **TEXTILE DESIGN INTERN** - FULLSEA EXPORTS PVT. LTD.  
Jan 2018 – May 2018

- Conceptualized and designed engineered layout and repeat patterns for printing and embroidery.
- Created home decor collections for Pier1, TJX, Balsam Hills, Cracker Barrel, from moodboard to finished products.
- Researched ideas and sourced materials, fabrics, trims to create the sample product so that the collection is up to date.
- Worked and coordinated with vendors and merchandisers for timely and quality delivery.
- Maintained library of seasonal patterns and print

## Awards

**WINNER OF IEGC 2023  
(11<sup>TH</sup> INTERNATIONAL EDUCATIONAL GAMES COMPETITION)**

Achieved the prestigious first-place recognition for the development of an innovative educational escape room game at the European Conference of Game Based Learning (ECGBLE), hosted by the University of Twente in the Netherlands.

**SILVER AT SOCIAL SAMOSA SAMMIES | BEST USE OF SOCIAL MEDIA  
FOR PRODUCT LAUNCH**

Led the 'EMI HAI NA' campaign as the sole head designer for a duration of three months. The campaign's impactful execution resulted in winning the Silver Award for Best Use of social media for product launch.

**BEST CROSS-CHANNEL MARKETING CAMPAIGN  
AT DIGITAL DRAGONS AWARD 2022**

Handled marketing campaign creative requirements for Bajaj Finserv's 'EMI HAI NA' as the head designer.

**SHORTLISTED FOR E4M MADDIES 2022 IN  
AMPLIFICATION CATEGORIES**

Created creatives and adapts for amplification of Bajaj Finserv's 'EMI HAI NA' Campaign

**GOLD AT DOD AWARDS**

Created a case study video for 'Doctor's Day' campaign which won gold at DOD Award

**GOLD AT DGXX**

Created a case study video for 'JUST EMI' campaign which won gold at DOD Award

**FIRST POSITION FOR SPECTRUM FASHION SHOW**

Won first place for designing from uncycled fabric at NIFT