Nidhi Jain

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EDUCATION

Dice Academy — Delhi, India
Diploma in Graphic and UI/UX Design — *Sept. 2023 – Present*

Delhi University — Delhi, India
BSc. in Life Sciences — *Sept. 2021 – May 2024*

EXPERIENCE

Junior Graphic Designer — Dec. 2024 – Present
Diginovas Solutions — *Gurugram, IN*

- Conceptualized and delivered over 50+ visual assets—including brand logos, digital marketing creatives, and promotional banners—contributing to a 25% increase in client engagement across social media campaigns.
- Led end-to-end branding efforts for 7+ client projects, conceptualizing unique brand identities, crafting logos, and developing cohesive design systems using Adobe Photoshop, Illustrator, InDesign, and Adobe Dimension.
- Collaborated with marketing and sales teams to execute client briefs, refine UI elements, and produce pitch-perfect graphics under tight deadlines, enhancing project delivery efficiency by 30%.

Freelance Graphic Designer — July 2023 – May 2024
4CRNR — *Delhi, IN*

- Designed brand-centric visual content including logos, posters, advertisements, and YouTube thumbnails, contributing to a 40% uplift in digital visibility and audience retention on video platforms
- Produced over 100+ carousel posts, ad creatives, and social media assets using Adobe Creative Cloud, resulting in increased click-through rates and higher brand recall.

PROJECTS

Hero Section Design – Futuristic Robotics Landing Page — May 2025 – June 2025

- Designed a high-impact landing page hero section for a conceptual robotics startup, emphasizing futuristic aesthetics, immersive gradients, and modern typography to establish a strong first-impression visual hierarchy.
- Utilized Figma and Adobe Illustrator to craft vector-based UI assets and layered compositions, showcasing proficiency in building visually persuasive interface components that align with speculative tech branding.
- Focused on responsive design principles and visual storytelling to ensure cross-device consistency and user engagement, reflecting real-world application in SaaS, startup, and emerging tech product websites.

MedAura Health App — Feb. 2025 – March 2025

- Designed an end-to-end mobile app experience for a healthcare platform, streamlining appointment booking, health records access, and medication tracking with a focus on accessibility and user trust.
- Applied design thinking to develop wireframes, high-fidelity UI, and seamless user flows in Figma, improving task efficiency and user clarity while maintaining a clean, modern visual identity.

UI/UX Case Study – Snapchat Heuristic Evaluation — Sept. 2024 – Oct. 2024

- Performed an in-depth heuristic evaluation using Nielsen's 10 usability principles to assess Snapchat's UI, identifying issues related to visibility, user control, consistency, and error prevention.
- Documented usability flaws and proposed targeted design solutions to improve navigation clarity, reduce cognitive load, and enhance in-app feedback systems.
- Showcased analytical UX thinking by aligning recommendations with real-world user behavior and mobile usability standards, demonstrating strength in audit-based product improvement.

SKILLS

Design Tools: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Canva
UI/UX Skills: Wireframing, Prototyping, Design Systems, User Research, User Flow Mapping
Developer Stack: HTML, CSS, JavaScript, Git/GitHub, Cursor/Lovable, Vercel
Motion & Graphics: After Effects, Lottie, Framer, Spline, Accessibility, Responsive Design
Work/Projects: Behance, YouTube