Neel Lakhwani

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Skills

- **Interface Design**

  Low fidelity paper wireframing

  Figma, Sketch & Adobe XD for high fidelity prototyping and developer handoff

- **User Experience**

  Qualitative user research

  Heuristic evaluation of interfaces

  Usability evaluation with prototype clickthroughs

- **Visual Design**

  Illustrator, Photoshop and Procreate for illustrations and graphics

  Basic web design with HTML/CSS

  Video editing and post-processing with After Effects

Education

- **Pearl Academy**

  2020

  Bachelors in Communication Design, majored in Interaction Design

- **Delhi Public School, R.K. Puram**

  2017

  Recipient of red tie & pin for excellence in extra curricular activites

Awards & Achievements

- **Outstanding Performer Award**

  Zeta • Aug '21-Mar '23

  Acknowledged for consistently providing exceptional performance during my tenure

- **Ultimate Team Award**

  Zeta • May '22

  Recognized for effective collaboration and timely delivery of solutions for the Authentication Center

- **Mountain Mover Award**

  Zeta • Apr '22

  Received recognition for exceptional contributions to the Cipher Docs portal

Work Experience

UX Designer, Zeta

Aug '21-Mar '23

- Designed and implemented numerous features for the Authentication Center aimed at enhancing user experience during the setup of authentication and authorization for apps.

- Translated requirements into actionable design plans, providing strategic direction for the development of the Authentication Center.

- Contributed to a comprehensive revamp of Cipher's documentation portal, starting from the initial phase and utilizing extensive user testing and research to ensure its effectiveness.

Product Designer, Mindhouse

Dec '20-May '21

- Worked on mindhouse.com redesign to introduce new services. Worked with growth team on ad campaigns to attract new users, as well as high-conversion landing pages.

- Reorganised the app for Android and iOS to better focus on the four categories of user goals. Shipped an improved way of managing live classes on the app based on user feedback.

Product Design Intern, Mindhouse

June '20-Nov '20

- Explored directions for a visual refresh of the Android and iOS apps.

- Streamlined app design consistency and efficiency by establishing a comprehensive design system, which included modular components such as text styles, colors, iconography, cards, and illustrations, for both Android and iOS platforms.

Projects

ASCEND – E-Talk 2020

Freelance • Feb '20

- Created brand identity for E-Talk 2020, the flagship event of Sri Venkateshwara College's entrepreneurship cell ASCEND.

- Created digital and print collaterals including banners, standees, ID cards, flyers and social media posts for the event.

Forestika, Facilitating Early Childhood Education

Submission for Pune Design Festival • Jan '21

- A project on education that aimed at improving the quality of early childhood education. Forestika helps parents identify their children's learning styles and then provides learning content that works best for them.

InterCourses – Sex Education Simplified

Overnight Designathon • Aug '19

- Recognized the need for enhanced sex education tools and prototyped a self-paced, interactive app for children to explore sexual reproductive health topics.