# Aesha Shah
Visual Communicator Designer

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in https://rb.gy/xablvo

## About Me

A passionate visual design student driven by a desire to create meaningful, user-centered solutions. I approach design as a way to observe, understand and respond to real-world needs, crafting experiences that are both thoughtful and impactful.

## Education

**Unitedworld Institute of Design**

Visual Communication

2021-2025 (Pursing B.Des.)

## Work Experience

### 2024 — Greyphyte Design studio

May – July

UX/UI Designer

I worked alongside senior designers to develop user-focused digital interfaces, enhancing both functionality and visual coherence. I conducted user research and competitive analysis to inform strategic design decisions, **crafted wireframes** and **prototypes** aligned with client goals, and **gained proficiency in Figma**.

### 2023 — TECHANALOGY

May – July

Graphic Designer

Assisted in designing logos, creating presentations and generating graphics for social media posts. Actively participated in learning under the guidance of experienced professionals.

## Certificates

### 2024 — Google UX Design Certificates

1. Foundations of User Experience (UX) Design
2. Start the UX Design Process: Empathize, Define, and Ideate
3. Conduct UX Research and Test Early Concepts
4. Create High-Fidelity Designs and Prototypes in Figma

## Areas of Interest

UX/UI Design
Branding
Packaging

## Technical Skills

Figma
Illustrator
Photoshop
Indesign

## Soft Skills

Work Ethic
Time Management
Flexibility
Problem Solving
Organization

"Committed to understanding **users' emotional journeys**, I design intuitive experiences that resonate deeply."