

# SMRITI

## UX DESIGN AND RESEARCH

Design thinker & an explorer, solving complex problems across society through human centered approach.

## SELF-INITIATED PROJECTS

### UX Design Case Study (TaleJamz)

- Explored the needs, behaviours, and preferences of Gen Alpha to design intuitive, engaging digital experiences.
- Created digital experiences fostering creativity and social skills in children through collaborative storytelling, multi-role play, and safe, age-appropriate social sharing."

### System Study & Research

- In-depth ethnographic research, user interviews, and behaviour analysis of the Chamba Chappal craft cluster and it's artisans.
- Strategies to enhance the socio-economic situation of the artisans.

## EDUCATION

### Experience Design

M.Des, 2023-2025

National Institute of Fashion Technology, New Delhi

### Fashion Communication

B.Des, 2015-2019

National Institute of Fashion Technology, Bhubaneswar

## TOOLS

Figma, Illustrator, Photoshop, Indesign, Miro

## SKILLS

- User Research
- Interface Design
- Visual Design
- System Design
- Story Boarding
- Concept Creation
- Spatial Design

## DETAILS

[smriti.smriti12@nift.ac.in](mailto:smriti.smriti12@nift.ac.in)

+919777920404

<https://www.smritipandey.com>

## WORK EXPERIENCE

### UX Design Intern | Tech Mahindra July 2024 - July 2024

Worked on revamping user experience of registration process of Pension self-service portal

### Research & Strategy | D'Art Multidisciplinary Agency July 2019 - July 2023

Key companies

- Worked with multiple industries: Fuel & Energy, FMCG, Paint, Consumer Durables, Lifestyle & Accessories, Home building & Home Furnishing

### "Hitachi Experience Center"

- Created an immersive and engaging experience for Hitachi's Global Development Center.
- Leveraging a "Product Zone" concept, by emphasizing real-world scenarios in demonstrating and conveying product features effectively.

### "PHYGITAL" STUDDS Helmet - Experience Design

- Seamlessly blended physical and digital elements to create a "PHYGITAL" store, integrating the tangible and virtual world.
- Rooted in STUDDS' legacy, the design engaged all five senses, reinforcing the brand's connection to the open road.

### "Berger Paints"- Go-To Market Consumer Experience Strategy

- Developed a customer-centric store design for Berger Paints, enhancing brand engagement & user experience through sustainable, interactive elements.
- Utilized creative material repurposing to craft a unique retail atmosphere, aligning with the brand's eco-friendly values.

### Visual Merchandising Intern | ITC June 2018 - July 2018

- Contributed to the [Trade Show S/S 19](#) for ITC Wills Lifestyle and John Players, focusing on design, planning and execution.
- Engaged in comprehensive research, design conceptualization, and seamless execution processes from inception to completion.

## ACHIEVEMENTS

### A' Design Award (Silver Award 2019-2020) & (Iron Award 2020-21)

Store experience design of the helmet brand STUDDS & House of Red Chief respectively.

### Summer Exchange Program Experience

Chosen by NIFT to participate in the summer exchange program at STF, Zurich, Switzerland.