

# SHASHANK SEKHAR VS



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## SUMMARY

UI/UX Designer with a strong foundation in product thinking and front-end development. Experienced in designing user-centered solutions through research, wireframing, and prototyping. Skilled in translating complex problems into intuitive digital experiences.

## EXPERIENCE

### Design lead | College Department Club

Jan 2025 - Dec 2026

- Led the design team as **Design Head**, overseeing UI/UX initiatives and ensuring consistency across club projects
- Mentored junior designers in **design thinking, user research, and prototyping**, helping them build structured UX approaches
- Organized design sessions and workshops to promote **user-centered problem solving and collaborative design practices**

## PROJECTS

### Women Safety Applications :

2024

- Designed user flows and intuitive interfaces for quick access emergency actions
- Conducted user research to identify safety concerns and pain points.
- Focused on real-time interaction design for quick accessibility and collaborated on implementation using Flutter

### Queueless food system :

2025

- Conducted user research to identify key pain points like long wait times and lack of scheduling in food ordering
- Designed end-to-end UX including user flows, wireframes, and high-fidelity prototypes for a time-slot based pre-ordering system
- Improved usability through testing and iteration, achieving 96% task success rate and reducing order completion time to ~22 seconds

## EDUCATION

Sri Manakula Vinayagar Engineering College | Bachelor of Technology | **CGPA: 7.20**

2022-present

Petit Seminaire Higher Secondary School | 10<sup>TH</sup> grade | **67.6%**

2019-2020

Petit Seminaire Higher Secondary School | 12<sup>TH</sup> grade | **70.1%**

2021-2022

## TOOLS

- Figma
- FigJam
- Adobe Photoshop
- Adobe Illustrator

## DESIGN SKILLS

- UX Research (User flows, Personas, Journey mapping)
- Wireframing & Prototyping
- Usability Testing
- Interaction Design
- Visual Design (Typography, Color, Layout)