Hello, I'm

Rimsha Lal

Graphic Designer, 20

New Delhi, India

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LinkedIn

I'm proficient in thorough **research and analysis,** I excel in utilizing UX Research for effective **problem-solving.**

My approach combines logic with visuals, emphasizing the **iterative nature of UX** for continual improvement – no final solution is the "Final solution".

Soft Skills

- Empathy
- Patience
- Active Listening
- Brainstorming
- Collaboration

✎ Education

2021 - Present	**Bachelor of Design (B.Des) Visual Communication**	UID (Unitedworld Institute of Design), Gandhinagar
2021	**10 + 2**	Amity International School, Pushp Vihar, New Delhi

Strengths

- UX Research (UXR)
- Information Architecture
- Heuristic Evaluation
- UI Design
- UX Writing
- Publication Design
- Branding
- Iconography

⬡ Extra Curriculars

Association of Designers of India	2023 - Present	Member
Modus Fest	2022	Class Display Volunteer
Just My Type Typography Exhibition	2022	Class Installation Volunteer
Fortis Mental Health & Behavioural Sciences	2 - 4 June 2020	Online Internship on Expressive Arts Based Therapy
Amity University Summer School	24 May - 7 June 2019	Summer School Programme in Fine Arts

Hobbies

- Cooking
- Illustration

⠿ Toolkit

- **Adobe CC** (Illustrator, InDesign, Photoshop, After Effects)
- **Figma**