Rimsha Lal

UI/UX Designer

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

📞 +91 8130913447   🔗 Portfolio   📍 New Delhi, India
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✏️ 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

Experience

PivotRoots	20 May - 20 Aug 3 Months	Role - UI/UX Intern

📑 Extra Curriculars

Association of Designers of India	2023 - Present	Member
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

▪▪ Toolkit

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

Strengths

- UX Research (UXR)
- Information Architecture
- Heuristic Evaluation
- UI Design
- Google Analytics

Soft Skills

- Empathy
- Patience
- Active Listening
- Brainstorming
- Collaboration