

DHWANI MEHTA

UX/UI Designer

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+61 405 070 577

Melbourne, Australia

Work rights | Full time

Experience

Feb 2020 -
Current

Freelance UX/UI + Graphic Designer

- Conceptualised & designed brand identity for Intocandid, a wedding photography studio
- Designed responsive wordpress website for a construction company in Melbourne, FormEzy Concrete
- Designed chatter box series (product offering) for My Word
- Currently working on branding + strategy + experience design for a Tiger Reserve Park, Nagarhole Tiger Reserve

Aug 2019 -
Current

Graphic + Digital Designer at MyWord

MyWord, a startup in Melbourne with the mission to empower families to connect through stories.

- Designing their new line of product and services (chatter box series)
- Designing social media campaign and posts
- Ideating and creating videos for social media
- Creating marketing and event collaterals

Achievement: Increased online engagement on their social media platforms

Dec 2018 -
Mar 2019

UX Designer at Yarra Trams

Yarra Trams, a tram network company in Melbourne.

- Conducted market research about Augmented Reality and it's implications on tram network
- Worked in a multidisciplinary team
- Conducted interviews of stakeholders & design workshops
- Formulated various use cases, benchmarking, user journey map and process flow diagrams
- Ideated, designed and developed two 3D Augmented Reality (AR) working prototype using Unity, Revit, Vuforia
- Documented a business case study for their archive

Achievement: The 3D AR prototypes was later presented to Public Transport Victoria (PTV)

Nov 2017 -
Jul 2018

UX Intern at Verrency

Verrency, a global fintech startup in Melbourne.

- Conducted user and market research on attitudes, key tensions, banking habits and pain points of millennials
- Created personas, defined user journeys & scenarios
- Designed and prototyped a high fidelity millennial banking app
- Conducted usability testing
- Designed interactive presentations decks

Nov 2016 -
Jun 2017

Graphic Designer at I-AM:Mumbai

I-Am: International Branding and Experiential Design Agency.

- Created brand identities and executed brand language across digital and print for clients like Godrej & Oak Smokehouse
- Executed signage design for AU bank, a bank in Rajasthan to cater to multilingual target audience

Sep 2015 -
Nov 2016

UX/UI Designer at Skarma

Skarma, a creative agency on the cloud.

- Worked with Estée Lauder to design their campaign microsite: Born from colour
- Skarma's internal branding and website design
- Designed microsite campaign for Starbucks

Education

Master of Interaction Design

Monash University

Jul 2017 - Oct 2019

Postgraduate Diploma in Design

Ecole Intuit Lab

Jul 2014 - Apr 2015

References

Danielle Stewart: Co-founder of MyWord

Email Id: danielle@mywordcts.com

Mobile: Upon request

Xavier Leal: Manager, Knowledge &

Innovation at Yarra Trams (Melbourne)

Email Id: xavier.leal@yarratrams.com.au

Mobile: Upon request

Euan Walker: CTO at Verrency Pvt. Ltd. (Melbourne)

Email Id: euan.walker@verrency.com

Mobile: Upon request

Strengths

Problem-Solving: Identified the need for a 3D visualising tool for DDA compliance

Leadership: Independently handled Verrency app design from concepts to prototyping

Conceptual-Thinking: My projects and I are driven to seek logic and facts, critically analysing them and weaving a solution through aesthetic visuals and narration

Communication: Communicated all my projects with absolute clarity

Skills

Adobe Photoshop, Illustrator, Indesign
Sketch, Marvel, Flinto, Figma, Adobe XD,
InVision + Studio

HTML, CSS, Javascript (Basic)

Wordpress

Basic knowledge of Unity, After Effects & Premiere Pro

Conceptual Design

Design Research

Qualitative Research

Wireframing

Rapid Prototyping

Storyboarding

User Persona & User Journey Map

UX/UI Design

Usability Testing