

PRIYADHARSHINI N

dharshini40004@gmail.com | 9489640004 | behance.net/priyadharshinin3
linkedin.com/in/priyadharshinin3

OBJECTIVE

Passionate and detail-oriented UI/UX Designer with a strong eye for detail and creativity and hands-on experience in web and app design. Skilled in Figma, Canva, and Adobe tools, with strong visual sense and patience to refine designs. Excited to apply design thinking and storytelling to real-world projects as a UI/UX Designer.

Skills

- Figma
- Canva
- Excel
- Power BI
- Tableau

UI Knowledge

- Typography
- Color Theory
- Layout Design
- Branding
- Responsive Web Design
- Visual Hierarchy

UX Skills

- Wireframing
- Prototyping
- Iteration
- Feedback Implementation
- User Flow
- Sitemap
- Personas
- Case Studies

Soft Skills

- Creative Thinking
- Attention to Detail
- Adaptability
- Collaboration

EDUCATION

- **MBA – Marketing** 2025 – 2027
KVIM Institute of Management and Information Studies,
Coimbatore
- **B.Tech – Information Technology** 2021 – 2025
Kumaraguru College of Technology,
Coimbatore

INTERNSHIP EXPERIENCE

Nov 2025 – Feb 2026

InnoQuick Solutions – UI/UX Design Intern

- Designed brand identity concepts including logo creation, refining layouts based on stakeholder feedback and usability considerations
- Created multiple responsive website UI designs in Figma for domains such as retail and healthcare services
- Developed business card designs aligned with brand guidelines, typography, and color systems for consistent identity
- Designed digital marketing assets including YouTube channel cover graphics and promotional visuals
- Iterated design solutions through continuous feedback cycles, improving attention to detail and client-oriented design delivery

Enova Software and Hardware Solutions – HR Intern Oct – Nov 2025

- Sourced candidates through Indeed based on job requirements
- Contacted shortlisted candidates and scheduled interviews
- Explained company details, role information, and interview location
- Followed up with candidates to ensure smooth recruitment coordination

Graphic Design Intern – Green Delight Innovation Pvt Ltd Present

- Designed social media creatives, posters, and promotional materials using Canva
- Created Instagram and digital marketing content aligned with company branding guidelines
- Maintained visual consistency across multiple online platforms
- Collaborated with the team to develop engaging marketing visuals

PROJECTS

GoMingle – App & Website Design

2025

Tool: Figma Designed a social platform connecting travelers and locals through events and shared interests. Created end-to-end wireframes, user flows, and a logo that aligns with the brand identity. Developed detailed case studies documenting design decisions and usability feedback. Covered design thinking, wireframing, prototyping, user research, and usability testing.

Business Analytics Course Projects

2025

- Conducted website data analysis case study on Xiaomi India to evaluate user engagement, session behavior, and spending correlations
- Built a performance prediction model inspired by Amazon datasets using statistical analysis and interactive dashboards
- Analyzed retail sales for Smart Bazar using Tableau to compare product-wise performance and identify profitable categories
- Performed booking trend analysis based on OYO data and developed a purchase prediction model for KTM showroom customers using Logistic Regression

Co-Curricular Activities

Event Volunteer – India Poultry Show 2026

- Issued ID cards and registered visitor details during the event
- Managed entry flow and ensured smooth coordination of attendees
- Developed communication, time management, and data handling skills
- Improved accuracy, responsibility, and event management experience

Event Volunteer – BNI Global Expo & Knowledge Summit 2026

- Interacted with visitors and explained services to customers
- Assisted in promoting business offerings during the expo
- Improved marketing and communication skills through customer interaction
- Gained exposure to startups, innovative ideas, and professional networking
- Built valuable connections with BNI members and business professionals

Research Project

Consumer Behaviour towards Subscription-based Marketing Models Course

2025

- Presented a research paper at a national conference on consumer behaviour in digital subscription services.
- Conducted quantitative analysis to study the impact of awareness, behavioural factors, satisfaction, subscription fatigue, and cost perception on customer retention using statistical tools like correlation and regression analysis.

CERTIFICATIONS

Business Analytics Certification Course

2025

Covered data analytical tools like Excel, Power BI and Tableau with hands on experience.

UI/UX Design Certification Course

2025

Covered design thinking, wireframing, prototyping, user research, and usability testing.

Hobbies & Interests

- Foil artwork, mugpainting, and recycling waste products into decorative crafts
- Creative arts, digital illustration, and poster design
- Strong interest in visual storytelling and design improvement
- Curious about marketing trends and how design influences user perception