

# NUPURA GAIDHANI

[nupurdesigns.com](http://nupurdesigns.com)

[nupura.gaidhani@gmail.com](mailto:nupura.gaidhani@gmail.com)

408-904-8811

[linkedin.com/nupura.gaidhani](https://linkedin.com/nupura.gaidhani)

## EDUCATION

### BACHELOR'S DEGREE

B.Tech in Biotechnology  
Pune University

### UX ACADEMY

UI/UX Design Certificate  
Design Labs

## SKILLS

- Figma
- Adobe Photoshop
- User Research
- User Interface Design
- Usability Testing
- UX Flows
- Competitive Analysis
- Affinity Mapping
- Design Systems
- Brand Identity
- Wireframes and prototypes
- Leadership
- Project Management
- Strategic Development and Planning
- On Brand content creation
- Digital and Product Photography

## REFERENCES

Available on request

## CAREER SUMMARY

Creative and detail-oriented UI/UX Designer with a UI/UX Design certification from Design Lab and a engineering degree in Biotechnology. Passionate about crafting intuitive and visually engaging user experiences. Looking to leverage 8 years of diverse professional experience, including design, classical dance, and painting, to contribute to innovative design projects.

## EXPERIENCE

### UI/UX Designer, Freelance, CA — July 2024 - Present

- Applied modern design principles to create end-end applications, with focus on user centric design, UI components, color theory and typography.
- Develop wireframes and prototypes based on user pain points, following agile methods, including user research, flows, storyboarding and usability testing
- Combine User Research insights and user centered design to create websites, mobile application prototypes and desktop apps.

### Founder, Kalavedika Arts LLC, CA — 2021 - 2024

- Founded and scaled an online retail platform for researching, making and selling resin keycaps and clay jewelry achieving more than 50k sales across 3 years.
- Develop artistic renders for user testing and market research of keycap designs for mechanical keyboards, clay sculpting to represent different user ideas and concepts and precision hand cast into resin designs with focus on color theory and usability.
- Build a cohesive brand and following by creating on-brand digital as well as physical content.
- In-depth market research, leading into design strategies, followed by precision development of products and online market campaigns.

### Performing Arts Teacher, Freelance, CA — 2016 - 2022

- Work with students, kids aged 5-15, teaching arts and Indian classical dance
- Understand the mindset of little kids and their learning requirements and develop curriculums and exercises that focus on ways in which the content is age friendly, also keeping in mind the dance discipline required by classical dance.
- Interact with parents to understand their goals for children.

### Quality Assurance, Cadbury India LTD, India — 2010 - 2012

- Worked on understanding and formulating Standard Operating Procedures for user in country wide HACCP systems, in production of Chocolate
- Understand industry and regulatory requirements, working on organisms under aseptic conditions in a microbiology lab.