



Shrishti Varma

Creative Director, UX Designer

www.shrishtivarma.com

About Me

Creative enthusiast solving complex design problems with a smile. I am passionate about creating. With my designs and products I move people, businesses and the world forward.

Contact

 Shrishtivarma17@gmail.com

 www.shrishtivarma.com

 Toronto, Ontario

Skills

- Creative Problem Solving
- User Centric Thinking
- UX/UI Design
- User Testing
- Prototyping & Wire-framing
- User Research
- Visual Storytelling
- Collaborative
- Positivity & Communication
- Soft Skills

Softwares

- Adobe Creative Suite
- Figma
- Procreate

Education

(2016 -2021)

UNIVERSITY OF WATERLOO

Honors Global Business & Digital Arts

Co-op

Experience

CREATIVE DIRECTOR

(2020-2023)

Creative Shack Studio

- Develop & drive creative strategies while ensuring brand DNA alignment
- Led teams of designers & direct the marketing and visual direction
- Creating 360-degree marketing activation strategies and directing all aspects of photoshoots. Approves the creative marketing budget for clients

UX DESIGNER & CREATIVE HEAD

(2021-2023)

Interiors Insight

- Led the design direction of the brand - From Branding to web design.
- Developed brand pitches to present in trade seminars. Led cross-functional teams to develop new Business & Design strategies.

ACCOMMODATIONS CONSULTANT (2018 - 2019)

Accommod8u, Waterloo

- Provided consultation to university students for housing needs. Match & Lease out apartments.