PALAK AGRAWAL

User Experience Designer

"Transforming the unobvious into Obvious and Obvious into extraordinary"

CONTACT DETAILS

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EDUCATION

Bachelor Of Design (B. Des)
National Institute Of Fashion Technology
📅 08/2022 - Present   📍 Gandhinagar

Google UX Design Professional Certificate
Complete Google UX Design Professional Certificate on coursera
📅 02/2025 - 03/2025   📍 Remote

Senior Secondary Education(PCM)
Dayanand Anglo Vedic Public School
📅 04/2019 - 03/2021   📍 Faridabad

CGPA
8.0 / 10.0

Secondary Education
Golaya progressive Public school
📅 04/2018 - 03/2019   📍 Faridabad

CGPA
10.0 / 10.0

EXPERIENCE

Beta Tester
Future U App
📅 03/2025 - 03/2025
- **Improved user engagement** by identifying UX gaps in the strategy quiz, leading to clearer content and smoother navigation.

Co-founder & Creative Lead
Portrait Vendor
📅 12/2023 - 11/2024
- **Co-led a custom portrait venture**, building the website and overseeing branding, UX, and outreach—delivering **80+** artworks with 12 artists in 35 weeks

Youth Champion Intern
UNICEF x Yuvaa
📅 01/2023 - 04/2023
Internship focusing on youth engagement and mental well-being
- **Championed mental well-being** and inclusivity through **5** workshops and newsletters, creating safe spaces to foster support, and led community advocacy efforts, engaging **100+** youth networks over a 4-month initiative

Illustrator & Visual Designer
Become Humans
📅 12/2020 - 03/2021
Startup focused on creating impactful visuals and merchandise
- **Designed 15+** cause-driven merchandise items and 40 visuals to raise awareness on inclusivity, sexual health, poverty, and education
- **Supported 10+** community outreach campaigns and made them more relatable and action-inspiring

TOOLS

Figma | HTML | CSS | Notion | Miro | Google Analytics | Adobe Illustrator | Adobe After Effects | Adobe Photoshop | Procreate | Blender | Lightroom | In design | Auto-cad | Office Suite |

SKILLS

* User Research
* Wireframing & Prototyping
* Visual & Interface Design
* Usability Testing
* Accessibility Design (a11y)
* Information Architecture
* Design Systems
* Data Visualization
* Copywriting & Microcopy
* Branding & Identity
* Presentation skills

KEY ACHIEVEMENTS

IFFTI Conference Recognition
Internationally Recognized Research Poster showcasing user-centered robo-textile design for enhancing interaction in children with Autism, selected from 1000 entries

Published Research
Published research on the Bobbin Lace craft of Tamil Nadu featured on Vastrashilpakosh platform

GMUN HREC Community Recognition
Special Mention at GMUN for advocating the rights of Rohingya and helping pass a resolution on their rights

PROJECTS

ZAP App UI/UX design
- **Solved offline shopping friction** by designing a smart app for **1M+** carts, improving user flow and in-store experience.

ZAP Retail Management System
- **Tackled operational inefficiencies** with an AI-powered, data-driven interface, providing real-time customer insights for shopkeepers derived from ZAP

Midair UI/UX design
- **Reimagined travel downtime** by connecting flyers through an in-transit social platform.

Focus-Read Web extension
- **Developed the Focus-Read extension** to boost reading comprehension by reducing distractions and mimicking text selection for improved user engagement

About Me
From collecting experiences in the form of leaves and stones to crafting intuitive systems and thoughtful interactions — I'm an experience designer with a head for systems and a heart for stories. Driven by creativity and challenge, I thrive at the intersection of inside and outside the box. With management in my genes and leadership in my roots, I'm committed to growing, evolving, and making meaningful contributions to every project I take on..