Hello, नमस्ते
I am Palak agrawal/Experience designer/Communicator/Storyteller & a Learner
"I love presenting the unobvious obviously, and the obvious creatively."

From collecting Experiences in the form of leaves and stones to creating them into intuitive systems, thoughtful spaces, and unexpected interactions — here I am: an experience designer with a head for systems and a heart for stories.
Challenges fuel me, creativity drives me, and I thrive at the intersection of thinking inside and outside the box. A natural team player with management in my genes,
I'm committed to growing, evolving, and making meaningful contributions to every project I take on.

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
- Branding & Identity
- Copywriting & Microcopy
- Presentation & Communication Skills

Professional Experience

Beta Tester – Future U App
Mar 2025
Improved user engagement in an interactive platform for planning personal growth by **identifying key UX gaps** in the strategy quiz flow, **resulting** in clearer content, smoother navigation, and a more cohesive user journey.

Co-founder & Creative Lead – Portrait Vendor
Dec 2023 - Nov 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
Jan – Apr 2023
Championed mental well-being and inclusivity through 5+ workshops and newsletters, safe spaces to foster support, and led community advocacy efforts, engaging 100+ youth networks over a 4-month initiative.

Illustrator & Visual Designer – Become Humans
Dec 2020 – Mar 2021
Designed 15+ cause-driven merchandise items and 40+ visuals to raise awareness on inclusivity, sexual health, poverty, and education. Supporting 10+ community outreach campaigns and making them more relatable and action-inspiring.

Education

National Institute Of Fashion Technology, Gandhinagar
Bachelors Of Design (B. Des)- 2022-Present
Major in Communication Design
Minored in Masters in Fashion Management

Google certification
Complete Google UX Design Professional Certificate on coursera
95% aggregate in 7/7 courses

Dayanand Anglo Vedic Public School, Faridabad
Senior Secondary Education- 2019-2021
8 CGPA 12th CBSE Board. (Physics, Chemistry, Mathematics, Physical education, English)
Secondary Education- 2018-19
10 CGPA / 10th CBSE Board

Awards and Recognition

Internationally Recognized Research Poster – IFFTI Conference, Seoul
User-centered robo-textile design for Kilirobot—an assistive robot enhancing interaction in children with Autism Spectrum Disorder. Selected from **1000+ global entries** and showcased at the 26th IFFTI Conference, Ewha Womans University, Seoul.

Published Research – Bobbin Lace Craft of Tamil Nadu
Published a **research paper** on the Bobbin Lace craft of Tamil Nadu, featured on the **Vastrashilpakosh platform**.

Special Mention – GMUN HREC Community
Represented Brazil at GMUN and received a Special Mention in the Human Rights and Environment Committee (HREC) **for advocating the rights of the Rohingya and helping pass a resolution on the issue.**

Academic Experience

ZAP App UI/UX design
Solved offline shopping friction by designing a smart app for cart, 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.

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

FocusRead Web Extension
Developed the FocusRead extension to boost reading comprehension by reducing distractions and mimicking text selection for improved user engagement.