

Varsha Satrasala

COMMUNICATION DESIGNER

About

Minimalistic communication designer
Punctual and organized
Team player and value constructive feedback
I work on branding, UI/UX, packaging, and graphic design projects

Contact

www.varshasatrasala.com
(832) 246-1714
varsha.satrasala@gmail.com
www.linkedin.com/in/varsha-satrasala

Education

PES UNIVERSITY
BACHELOR OF
DESIGN, 2017-2021
Major in Communication Design

Experience

VISUAL DESIGN INTERN

BIGTHINX SOFTWARE PVT. LTD. | JUNE 2019 - JULY 2019

- Lead Ui Designer for their new and upcoming app called Lyfsize which has 1000+ downloads.
- Handled social media for two of their fashion technology products and increased engagement.
- Created the branding and identity for Lyfsize as well as the web UI.
- Took part in the user research for the app by conducting activities, interviews and surveys.
- Worked with the coders by delivering assets to them while they were developing the app.

GRAPHIC DESIGN INTERN

COCOON CREATIVES | MAY 2020 - JUNE 2020

- Managed social media for their client Lifetree and
- Created the web wireframes for their in-house product Peach.
- Designed the web UI for their new client Old school kirana, and also worked on a mock brand for the same client.

GRAPHIC DESIGN INTERN

17D NORTH | JANUARY 2021 - APRIL 2021

- As a part of the branding team, worked directly with 2 clients on building their brand identity.
- Created icons and ad banners for a fitness brand which reached an audience of over a 1000 people.
- Handled social media for 2 clients, out of which for one it helped increase its subscription and the other increased its sign ups for the fitness program.

Skills

- UI/UX Design
- Visual Design
- User Research
- User Experience
- Wireframing
- Branding
- Packaging
- Editorial design
- Graphic design
- 3D modelling
- Video editing
- Photography

Tools

- Photoshop
- Illustrator
- Adobe XD
- Figma
- After effects
- Premiere pro
- Maya
- Dimension
- InDesign