

## Contact

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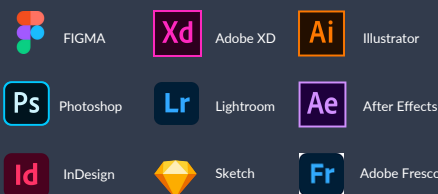
## Skills

Consumer Research  
Team Building  
Problem Solving  
Visual Communication  
User Experience UX  
Brand Mapping  
Prototype-Testing  
Ideation and Iteration  
User Journey

## Expertise

UI/UX  
Visual Design  
Wireframes  
Storyboards  
User Flows  
Trend Forecasting  
User Personas  
Graphic Design  
Site Map  
Journey Map

## Software



## Language

English & Hindi

# Samiksha Jain (Sam)

Graphic Design | User Experience  
Masters Design graduate Griffith University, Queensland.



Portfolio

## Experience

- Senior Design Strategist

R4A Music

July 2024- Present

WIX Canva Ae Ai Xd Ps

  - Led user-centered website development for six businesses and music artists, enhancing user experience.
  - Designed social media campaigns that garnered over 500,000 views, boosting brand awareness.
  - Planned events with design teams to create impactful digital media assets.
  - Conducted user analysis with music artists to guide the creation of artworks and media, aligning with brand identity.
- Sales and Retail at Myer and David Jones

Commonry, Brisbane

August 2023 - June-2024

  - Part Time Sales assistant at fashion brand
  - Floor management, Visual Merchandise and Customer Relation
- UX Design and Exegesis | Griffith University

FabRepair (Connecting people to repair clothes)

July 2023 - May 2024

Id Fr Ps

  - Completed an exegesis and authored a paper on repair fashion culture in Australia. Conducted user research, including surveys and interviews, to explore motivations for clothing repair. Designed a prototype and tested a mobile application utilizing user personas and journey mapping to encourage repair practices and skill development. Proficient in UX design tools such as Figma and Adobe XD.
- UX Design, Disruptive Design | Griffith University

Repair Hub (Initiative to disrupt fast fashion waste)

March - June 2023

Id Fr Ps

  - Curated an adaptive website to promote emerging future trend of reparability. This was entirely based on academic research about fast fashion waste and fast fashion disruption.
  - Outlined the importance of adapting repair culture, where the website offers different techniques and an online library to learn skills to practice repair fashion with online workshops.
- UX- Design Thinking | Griffith University

Get Social (Social application to connect people)

February - June 2023

Id Ai Ps

  - Curation of a mobile application to make international students feel included and adapt to the social lifestyle in Australia.
  - Led a cross-functional team through market research, user persona development, user journey mapping, prototyping, wireframing, and testing phases for a project.
- Web Design | Griffith University

Hotmess (Digital changing room)

July 2022 - November 2022

Id Ai Ps Xd

  - Led a team of three to develop an AI-driven business proposal, "Hotmess," promoting body positivity and inclusivity for women of all sizes. Proposed integrating digital mirror technology for a seamless online shopping experience on both web and mobile platforms.
- Arch College of Design & Business

Course Coordinator and Faculty

2020-2022

Id Ai Ps

  - Led a team of 40 in curating a digital fashion show during the pandemic, showcasing student work through innovative digital art and installations.
  - Headed the first Sustainability Fest, coordinating efforts among students and staff.
  - Delivered interactive classes in Fashion Orientation, Fashion Forecasting, Design Thinking, and Graphic Design, both online and offline.
  - Designed print media look books and social media advertisements to enhance brand visibility.
- Masters in Design | Griffith University

Australia (Specialising in UX and Graphic Design)

GPA 6.8 (Academic Excellence Award 2024)

2022-2024
- Advance Diploma | Raffles School of Design

Singapore (Fashion Marketing and Management)

GPA 3.5 (Best Marketing Business Idea Award)

2016-2018
- Bachelor in Design | National Institute of Fashion Technology

India (Industrial Design)

2010-2014