



DISHA HARI

Product Designer/
Graphic Designer & Illustrator

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Bangalore

PROFILE



I'm a UX Designer focused on creating a more connected, easier to use world. With over 6+ years of experience in design. I do what I love, and I love what I do. I believe in working collaboratively, with communication & constructive criticism. I've always admired how thoughtful design has the power to change our world. Whether it's through simplifying one interaction or giving users an opportunity to view things through a new lens. In the past few years, I've found myself in visual design, problem-solving, illustrations, & UI/UX design.

EDUCATION



2011-2015

B.Des Textile Design

National Institute of Fashion Technology

2008-2010

High School

Mody School, Lakshmanagarh, Rajasthan

1997-2008

Junior/Senior School

Gyan Vihar School, Jaipur, India

SKILLS



- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Illustrations

WORK EXPERIENCE



Dec
2017
-
Present

Sr. Product Designer | SearchUnify

Grazitti Interactive, Panchkula, Haryana

Along with handling the branding and creating a marketing identity, I also created user experience goals, priorities, and deliverables that align with product milestones, coordinated on multiple projects Admin panel dashboard, chatbot, agent helper, escalation predictor etc to completion and drive adoption of user experience practices. I also engaged with multiple project stakeholders, including product managers, engineers, and my junior designers in drafting & brainstorming initial concepts. Conveyed design ideas and end-to-end user experience via sketches, storyboards, high-fidelity mockups, prototypes, and animations. Created designs that meet product objectives, fit within product guidelines, and respond to user feedback and usability testing findings. Also conduct primary and/or secondary research, as well as quick rounds of usability tests.

July
2017
-
December
2017

Sr. Designer - Team Leader

Design Boxed, Mohali, Punjab

I was leading a team of 12 to 14 designers, To check the quality and quantity of their work along with guiding them through themes and the story boarding for any creative layout for the client.

Working with clients and handling their end to end requirements for social media, live events and creating innovative graphics/cartoons for them.

- Create viral content
- Illustrations, Infographics, Videos

April
2016
-
March
2017

Sr. Visualizer

Scoopwhoop Media Pvt. Ltd, Chattarpur, New Delhi

Scoopwhoop was an amazing experience, along with creating designs for their pages like OmNomNom, Womaniyeah, What's the score, Wordgasm, Scoopwhoop Videos, Wanderlust, Bakchod Begum, Vagabomb and increased their reach and followers to a above 1 Million-people combined.

Brain storming and research, prototyping for Scoopwhoop App.

EXPERTISE



- Team Mangement
- Problem Solving
- UX Design
- Visual Design
- Prototyping
- Contextual Research

AWARDS



2015

BEST GRADUATION PROJECT

National Institute of Fashion Technology

CERTIFICATIONS



2021

BECOME A UX DESIGNER FROM SCRATCH

Interaction Design Foundation (IxDF)

2021

USER EXPERIENCE THE BEGINNER'S GUIDE

Interaction Design Foundation (IxDF)

2021

FUNDAMENTALS OF DIGITAL MARKETING

Google


2021


FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN


Google

SOCIAL MEDIA



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WORK EXPERIENCE (CONTINUED)



June
2015
-
December
2015

Textile Designer

Trident Group, Ludhiana

- Developing/Creating Prints & Designs as per Buyer's mood boards.
- Creating New Packaging Designs.
- Trend Analysis & Creating jacquard patterns
- Designed / developed Beach/Bath towels both prints & weave patterns.
- For customers like ASDA, Target, Myers, Migros, H&G, Dunnes, AND also for USMW and HEIMTEX.
- Designed packaging for Sports Towel PLAY.
- Designed Bedsheets with coordinated pillow cover and duvet cover. For USMW (U.S MARKET WEEK).
- Developed a range of Embroidered Towels for Hiemtex Fair in Frankfurt. Photoshoots for catalogues and website for online sales.
- Borders and Textures for towels for Heimtex.
- Designed emailers for Rakshabandhan.
- Did research on the upcoming Trends for Bath and Beach towels omparing different brands on the basis of price points, colours,

November
2014
-
April
2015

Design Intern

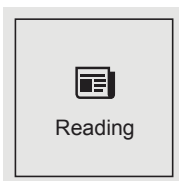
Abis Design, Noida

Completing my Graduation Project with 3 collection for Bedding.

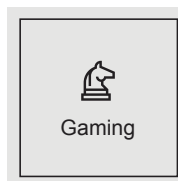
1. Pier1
2. Debenhams
3. Land of Nods (Kids Collection)

WON THE BEST GRADUATION PROJECT AWARD

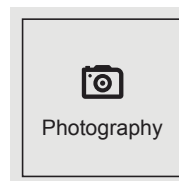
HOBBIES AND INTERESTS



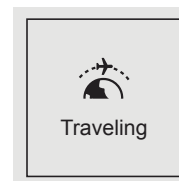
Reading



Gaming



Photography



Traveling