



TWISHA MISTRY

A holistic designer with a dream to design for billions.

Watching people using my design fascinates me the most because success or failure, that experience always teaches me something new.

CONTACT

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Clawarts.com

EXPERIENCE

UX/UI Designer

Searce.inc
Feb 2019 - Present

Digital Product Designer

Think 4Dea Technologies PVT LTD
Aug 2017 - Jan 2019

NOTABLE PROJECTS

Deck for HappierWork

Design for the landing of employees in HRMS software. Revamping the whole experience without disturbing experience of thousands of users.

vNalytics

This product is built for marketers to help them reduce the cost of lead generation

I designed the dashboard and chatbot. Chatbot was designed with subtle micro-interactions to provide delightful experience and encourage response. It increased lead generation by 10 times. Marketers from prestigious firms such as Godrej-Properties, Lodha, Club Mahindra welcomed vNalytics.

vStory

A simple tool to display all marketing content and share it with prospects.

One can create the vStory page by simply syncing the folder containing marketing materials. I designed it under myriad constraints such as ordering content, generic design, support of white labeling product, ease of creation with minimum input from user's side.

EDUCATION

Government Engineering College, Gandhinagar

July 2013 - July 2017

Bachelors in Computer Engineering

CGPA 8.1

SOFTWARE SKILLS

Design Tools

Fluent in Adobe XD, Figma, Adobe Photoshop, Adobe Illustrator

Prototyping Tools

Fluent in Invision, Marvel, Figma, Adobe XD

Basic knowledge of infographic video creation in After Effects