# E L V I R A   M I S H R A

Digital Product Designer | UX/UX Specialist | Virtual Reality Designer

+44 7824078407 | +91 8521255062 | elviramishra@gmailcom | Glasgow, Scotland

I am a 24 year old digital product designer, a valedictorian in animation, a design educator, a published author and a holistic design professional, specializing in digital products and their marketing with over 3 years of professional experience and award winning projects. I really love incorporating fun elements in my art and am always trying to help create elevated solutions with ny projects.

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# Education

**Glasgow School of Art**   *2021-2022*
*M.Sc. Serious Games and Virtual Reality*

**Birla Institute of Tech, Mesra**   *2018-2021*
*B.Sc. Animation and Multimedia*

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# Professional Experience | 3 years

## UX Designer and Developer                    *April 2022 - Present*

*Glasgow University Software Service, Glasgow*

**Glasgow University Software Service Official Website**                    *Role : Designer and dev*
- Designed the Brand Identity and the logo for the rebranding of the organization while adhering to the University branding standards.
- Wireframed and created high fidelity prototypes for the website on Figma, Designed website from scratch on WordPress, by creating custom themes and templates, while also creating responsive designs of the same for mobile and tablet.
- Responsible for user testing's, to improve the user experience of different client roles before product before launch and worked on marketing and campaign materials

**GES Pamana  -** a website focusing on research led by UoG and Univ. of                    *Role : Designer*
Philippines, in regards to how mining affects Filipino river systems.
- Directly interacted with the clients to optimize their user needs, and design the best interface for both the researchers and the target audience the research is aimed for.
- Created custom CSS interactions, held planning sessions and client user workshops, and researched about best possible solutions for the client.
- Designed a multipage system, while focusing for responsive design on mobile and tablet.

**Actify-** a platform focusing on making Scotland more active (in association with                    *Role : Designer*
Scottish gov)
- Collaborated with a team of designers to revamp the current brand into a more accessible, contemporary and efficient interface
- Created custom illustrations and motion graphics for the platform. Built user personas and user journeys to enhance current user pathways, to improve the UX, while making sure to stick to brand values and the current customer's expectations.
- Worked alongside the product owners, managers, fellow designers and developers

## Creative Technologist

*Civic Digits, Edinburgh*

- Reported onsite to create interactive narratives using a Data Driven Actor (a robot), by programming its interactions to respond to live data
- Hosted workshops for both adults and children, at University of Edinburgh and Abertay University, showcasing the technology
- Troubleshooted the system to fix bugs and interaction loopholes

## Visual Designer

*May 2020- April 2022*

*GetBoarded Tech, Aviero (start-up)*

**DPD**

*Role : Designer  amd Illustrator*

- created brand adhering designs for the client. Worked on mascot and motion graphic designs of the same.
- Analyzed the branding guidelines to creative effective digital products

**GetBoarded**

*Role : Designer  amd Illustrator*

- Created branding, logos, graphics and motion graphics for the company. Made custom illustrations and application screens for the organization's platform.
- Managed social media (Instagram, LinkedIn), and content for the same. Collaborated directly with the company's CEO, brand managers and developers.
- Screened new intern applications.

# Achievements

- Work Exhibited at Glasgow School of Art Post Graduate Showcase 2022
- Winner of University of Glasgow 3D Picture book Hackathon, with our Virtual Reality Experience 'Oranges'
- Global Finalist of Visual Labs Interaction Design Hackathon 2020, with the project 'Braillei - an interactive keyboard for Visually impaired'
- Animation short 'Girl' screened at BIT Noida International Film Festival 2020

# Skills

- UI and UX Design
- Graphic Design
- Wireframing
- Animation
- Motion Graphics
- Game Dev
- VR & AR Design
- Agile & Scrum
- C# and CSS

# Softwares

- Figma
- Adobe XD
- Unity
- Autodesk Maya
- Blender
- Substance Painter
- Adobe Photoshop
- Adobe Illustrator
- After Effects

# Portfolio

https://www.elviramishra.com/

https://www.behance.net/elviramishra25