

# DIKSHA LOKHANDE

UX RESEARCH | DESIGN  
STRATEGY | RESEARCH  
LED INNOVATION

+91-9173765433

diksha\_l@nid.edu

Pune, India

www.thedecemberobsidian.in

## PROFILE

Diksha is an experienced designer with a meticulous, detail-oriented approach to problem-solving. She draws inspiration from everyday life to drive meaningful change through design. With expertise in product innovation, design research, and interaction design, she has worked on multidisciplinary projects that seamlessly blend creativity and functionality. She strives to craft practical, thoughtful, and engaging experiences that enhance user interactions.

## WORK EXPERIENCE

**Apr 2022 - Oct 2022**

mCaffeine | Goa, India

### EXECUTIVE - GRAPHIC DESIGN

The role involved e-commerce product design, including UI design, iconography, and UX research to create seamless and user-friendly digital experiences. Responsibilities also included ideating and executing creatives across various media outlets such as websites, paid media, and emailers. Additionally, the role required developing creative strategies for social media with a focus on graphic design, covering both international and native brand platforms to enhance engagement and brand presence.

**Jan 2022 - Apr 2022**

Social Hivel | Goa, India

### HEAD GRAPHIC DESIGNER

The role involved managing creative content for six clients and developing design strategies for social media, print, and websites. Responsibilities included planning and executing content for promotional videos while contributing to the growth of brand sales and social media presence.

**July 2020 - Dec 2021**

Upwork | Remote

### DESIGN CONSULTANT

Collaborated with diverse clients to develop print collateral, design logos, and create comprehensive brand identities. Provided expertise as a freelance Design Consultant and contributed to research in Design and User Experience.

## EDUCATION

**2023-present**

**NATIONAL INSTITUTE OF DESIGN**

- M.Des, New Media Design

**2016-2020**

**NATIONAL INSTITUTE OF FASHION  
TECHNOLOGY**

- B.Des, Fashion Communication

## SKILLS

- User Experience
- User Interface
- Wireframing
- Prototyping
- Mind Mapping & VisualBrain Storming
- Design Systems
- Critical Thinking
- Problem Solving
- Trend Analysis
- Usability Testing
- Information Architecture
- Storyboarding
- Methodologies and Field Guidelines

## TOOLKIT

- Figma
- Adobe Creative Suite
- Microsoft Suite
- Gen AI Tools
- Miro
- Blender
- Hardware Prototyping

## IMPORTANT LINKS

- www.thedecemberobsidian.in
- https://www.linkedin.com/in/dikshalokhande/