

# Avani Vidhani

Interaction Designer & UI/UX Developer

## Experience

### UX DEVELOPER | MAY 2022 - CURRENTLY

#### 98 ART COLLECTIVE

The 98 works with artists from the emerging generation to create interactive experience for clients. I began working with The 98 in spring 2022 to aid in web development of The 98 website. I am responsible for applying interactive and visual design principles on website and web applications for a positive and cohesive user experience. By using HTML, CSS, Javascript and other design tools to achieve responsive designs.

### FABRICANTI | MARCH 2022 - AUGUST 2022

#### FABRICA RESEARCH CENTER - ITALY

FABRICA, United Colors of Benetton’s communication research center, I recieved a scholarship for 2022 intake. Working with electronics and technology to make final project on extinction of technology and electronics using the amazing space of magical architecture restored and augmented by Tadao Ando. A renaissance-inspired, learning-by-doing approach, I moved to the small town of Treviso and working with artists from all over the world.

### UI/UX DEVELOPER, INTERACTION DESIGNER | JULY 2020 - FEBURARY 2022

#### EXPERIENCIOUS - INDIA

Working for Government of India and Dubai Expo 2020. My roles were to brainstorming concepts with the design team. Conceptualisation of Interactive Installation. Programming of Interactive Installation. Demonstrating and testing prototypes and completed Installations/application. Performing debugging procedures, code improvement, and re-designing tasks. Educate, Inform and inspire internal teams as well as myself on the latest available technology solutions, platforms and frameworks. Interested in investigating and experimenting with emerging platforms.

### INTERACTION & GRAPHIC DESIGNER | APRIL 2019 - APRIL 2020

#### EXPERIENCIOUS - INDIA

Working for Government of India and some corporates. My roles were to study design briefs and determine requirements. Advise clients on strategies to engage target audiences. Identify the best ways to illustrate and communicate clients’ vision while complying with design best practices. Conceptualise visuals based on requirements. Prepare rough drafts and present ideas. Creating designs using adobe suite like illustrator, photoshop. Motion graphics in After effects. Select colors, images, typography and layout for communication materials.

### DEGREE PROJECT | NOV 2018 - JULY 2019

#### EXPERIENCIOUS - INDIA

Worked in Petrotech 2019, the 13th International Oil & Gas Conference & Exhibition and Birmingham airport in Uk for World Routes, the global meeting place for every airline, airport and aviation stakeholder. My role was to design and conceptualise the interactive installations as junior communication designer.

### DESIGN INTERNSHIP | MAY 2018 - JULY 2018

#### EXPERIENCIOUS - INDIA

Worked in a number of diverse teams in order to tackle challenges related to interaction design and human centred solutions. Responsible for research, ideation, strategising and visualisation of projects with innovative, trend-setting and experiential solutions.

### COMMUNICATION DESIGNER | FREELANCING

#### IIM AHMEDABAD - INDIA

Designed Logo, Brochure and Collaterals for Chaos. It is the annual cultural festival of IIMA and one of the biggest in the region. Its yearly editions have been centered on themes like diversity, color or going green. (The International Management Symposium of IIM Ahmedabad). From building concepts to finalising printing were done by me. Designed Brochure and Collaterals for The Red Brick Summit (TRBS) (The International Management Symposium of IIM Ahmedabad).

### DESIGN INTERNSHIP | MAY 2017 - JULY 2017

#### IIM AHMEDABAD - INDIA

Worked on advertising and guerilla marketing projects with team. Brainstorming, Mood board, Design Drafts and Final concepts were done.

### PRINTING INTERNSHIP | MAY 2017

#### RAJKALP MUDRANALAYA - INDIA

I learned about Pre-press, Press and Post-press. Different experiences how graphics are printed on large scale.

## Education

### Maharaja Ranjit Singh Gaekwad Institute of Design, | 2015 - 2019 Maharaja Sayajirao University of Baroda

(B.DES - Communication Design)

### Kendriya Vidyalaya Cantt 02 | 2005 - 2015

(Schooling)

### Experimental Primary School | 2004 - 2005

(Schooling)

## Languages

English ██████████  
Hindi ██████████  
Sindhi ████████  
Italian █

## Skills

Photoshop ██████████  
Cinema 4D █  
Illustrator ██████████  
After Effects ██████████  
InDesign ██████████  
Keynote ██████████  
Sketchup ██████████  
MS Office ██████████  
HTML/CSS ██████████  
Javascript ██████████  
Processing ██████████  
Teamwork ██████████  
Interaction ██████████  
Flexibility ██████████  
Pro Create ██████████