



# SHASHWAT MISHRA

## SENIOR UI/VISUAL DESIGNER

### AI-DRIVEN EXPERIENCES

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## ABOUT

I'm a UI/UX and Visual Design professional with 8+ years of experience designing and delivering intuitive, enterprise-grade user experiences—spanning data-intensive platforms, AI-assisted interfaces, and cross-functional digital products. My expertise lies in translating complex outputs into clear, human-centered interactions, leading end-to-end product design from discovery to high-fidelity Figma prototypes, and partnering closely with product, engineering, and business stakeholders to drive adoption and measurable impact. Now focused on roles where design rigor and emerging technology intersect.

## WORK EXPERIENCE

### Hypersonix Inc., San Jose, USA

Senior Visual Designer (July 2021 - Oct 2025)

Hypersonix is an ecommerce/retail analytics company.

#### Roles & Responsibilities

- Led end-to-end design initiatives for marketing campaigns, social media, webinars, and landing pages, improving engagement metrics.
- Partnered with product and data teams to surface analytics insights (via MixPanel, HubSpot, SEMrush) and iterated on UI patterns to measurably improve engagement and user adoption metrics.
- Developed and implemented brand guidelines, templates, and global design standards, ensuring visual consistency across international teams.
- Partnered with marketing leadership to optimize campaigns using insights from HubSpot, SEMrush, and analytics tools.
- Mentored junior designers and collaborated with external agencies to deliver high-impact creative assets.

### Elucidata Pvt Ltd. , New Delhi

UI/UX Designer (January 2019 - June 2021)

Elucidata is a medical research data analysis company.

#### Roles & Responsibilities

- Designed end-to-end UI/UX and branding systems for a complex, data-heavy digital healthcare research platform, ensuring usability and clarity for non-technical scientific users.

## CORE COMPETENCIES

UI/UX & Prototyping  
 AI-Assisted UI/UX Patterns  
 Leadership & Strategy  
 Data-driven Design  
 Design Systems Architecture  
 User Research & Usability Testing  
 Information Architecture  
 Cross-Functional Collaboration  
 Problem Solving  
 Accessibility & WCAG Standards  
 Creative Storytelling  
 Digital Marketing

## TECHNICAL SKILLS

Figma  
 Adobe CC (PS, AI, InDesign, XD)  
 Sketch  
 Procreate  
 HTML/CSS

## CERTIFICATIONS

AI For Everyone  
 Advanced Prompt Engineering

- Rebranded the company's website and created user-friendly interfaces aligned with evolving product goals. Managed end-to-end creative assets including illustrations, videos, and podcasts, boosting marketing reach.
- Coordinated design workflows with external partners, enhancing cross-team collaboration and efficiency.

## Vista India Digital Media, Mumbai

### Concept Artist (February 2018 - April 2018)

Worked as a Concept artist for a noir suspense thriller for a Netflix India show, now shelved.

#### Roles & Responsibilities

- Create visually rich illustrations with the right atmosphere and tone required for a particular scene.
- Read & analyze the script and characters for a better grasp of the requirements.

## Multiple Projects

### Freelance Sequential Artist/ Visual Artist (December 2016 - Dec 2018)

#### Projects

- Collaborated with Vermont Folklife Center on a published non-fiction comic about immigrant workers now distributed by the University of Pennsylvania.
- Designed & Illustrated multiple book covers, numerous illustrations, gag cartoons, comic strips for non-fiction books authored by German natural science professor/scientist Karin Bodewitz.
- Worked on children's book illustrations and covers.

#### Published Works

- The Longest Journey, a non fiction comic now being distributed by the University of Pennsylvania under their Graphic Medicine title and soon to be published for wide distribution.
- Sequential art published in Awesome Possum Vol. 2,3,4 with vol. 3 winning a gold medal in Book Design Awards 2017.
- Cover design and gags/illustrations for The Time, Life, and Career Management Workbook for Scientists by Karin Bodewitz
- Multiple comics published in Seven Days, a weekly Vermont newspaper.

## Xperia Technologies, New Delhi

### Android Applications Developer (March 2012-April 2013)

#### Roles & Responsibilities

- Developed Android based applications alongside a team of developers and mentored undergraduate students about the same.

## AI TOOLS

Claude  
Claude Code  
ChatGPT  
Gemini  
Google Stitch  
Google Flow (Veo3)  
Midjourney  
Runway  
Nano Banana

## EDUCATION

Master of Fine Arts  
Center for Cartoon Studies  
Vermont, USA  
2016

Bachelor of Technology (CS)  
PVPIT Pune,  
Maharashtra  
2011

## PERSONAL DETAILS

Date of Birth: 25th Oct, 1987  
Permanent Address: 3/481, Vishwas  
Khand, Gomti Nagar, Lucknow.  
226010  
Marital Status: Married