

SARTHA RAJKUWAR

UI/UX DESIGNER, GRAPHIC DESIGNER



Details

Date of birth: 05 June 2004
Gender: Female
Chinchwad, Pune
7058071170
sartharajkuwar@gmail.com

Education

BFA – Applied Arts and Crafts
Specialization: User Interface Design
(SPPU) - Final Semester Ongoing
Recent SGPA: 9.23

HSC - PUNE (Maharashtra Board)
Yr: 2022 - 90.17%

SSC - PUNE (Maharashtra Board)
Yr: 2020 - 96.00%

Key Skills

UI/UX Design
Figma Software
Web Designing
Graphic Designing
Excellent Communication
Consistent and Organized

Interests

Market, Advertising & Trends Study
Craftwork: Paper and Threads
Social Work and Contributions
Reading and Creative Writing
Painting & Sketching

HEY!

Career Objective:

UI/UX Designer combining human-centered design principles with Generative AI workflows to deliver efficient, research-backed, and scalable digital products. Skilled at integrating AI tools into the design process to optimize productivity, rapid ideation, and UX refinement.

Experience

Freelance UI/UX Designer & Graphic Designer

UI/UX Design, Graphic Design, Illustration
Overall Duration: **3 years**

Projects: Brand Identities, Websites, Mobile & Desktop Applications

Internship Project: SetLUP - Trilliox Ventures Pvt Ltd

Post: UI/UX Designer - B2B Marketplace Digital Product Design
Duration: **9 Months**

Projects: Brand Identity, Commercial Website, 2 B2B Mobile Applications

Internship Project: Creador Designs & World For Nature NGO

Post: Graphic Designer
Duration: **4 months**
Projects: Brand Notes, Logo and Packaging Design

Internship Project: InAmigos Foundation NGO

Post: Graphic Designer - Social Media Post, Awareness Posters, CSR
Duration: **2 weeks Program**

AI & Emerging Tech Skills

AI-Assisted Design & Productivity

- Proficient in using **Generative AI tools** (Stitch AI, UX Pilot, UX Magic, Relume AI, Gemini, ChatGPT) for rapid ideation, UX research synthesis, and structured content generation
- **AI-assisted wireframing** and layout generation to accelerate early-stage product design
- **Prompt engineering** for structured UX flows, microcopy, and user journey mapping
- **AI-driven visual exploration** using image generation tools (Freepik AI and others)
- Leveraging AI to reduce production time while maintaining UX clarity and usability standards

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Languages

English ● ● ● ● ●
Marathi ● ● ● ● ●
Hindi ● ● ● ● ○

Portfolio

Check out My e-Portfolio at:

 [behance.net/sartharajkuwar](https://www.behance.net/sartharajkuwar)

 sartharajkuwar.wixsite.com/uiux-designer

Design Approach

“Efficient in blending AI capabilities with human-centered design thinking to deliver faster, smarter, and more scalable digital experiences.”



Scan to check: Sartha's Behance Portfolio



Scan to check: My Portfolio Website

Abilities & Software Skills:

Design Tools

Figma, Adobe Suite, CorelDraw, Framer, Prototyping Systems

AI-Integrated Workflow

Stitch AI (advanced proficiency), UX Pilot, UX Magic, Gemini, ChatGPT, AI Image Generation Tools

UX Capabilities

User Research • Wireframing • Interaction Design • Information Architecture • Design Systems • Usability Optimization • Rapid Prototyping • Developer Handoff • Branding & Brand Guidelines

Certifications

UI UX, Figma + Basics of Content Writing

sma Consultancy Design Classes, Chinchwad

Adobe Photoshop Software

Fineaartistry Art Academy, Chinchwad
Jul 2023 - Nov 2023

CorelDraw Software

Fineaartistry Art Academy, Chinchwad
Jan 2023 - Jun 2023

Accomplishments

Finalist in Taiwan International Student Design Competition 2025

- Mentioned among 189 finalists across 16300+ entries from across 73 Countries- Visual Design Category

Best Artwork Award 2023-2024

- Sponsorship Award from Creador Innovations

Proficiency in Design for UI Design project

- Dr. D.Y. Patil College of Applied Arts and Crafts,
AAKRUTI ART EXHIBITION 2024-2025

1st prize holder Social Awareness Flyer design

- Giripremi (International Mountain Day Competition)

Volunteer Work

CSR Design for Education for Orphans

Indo Swiss Centre of Excellence

Wall painting

Government Primary School, Mulashi
Local Drawing Classes and Tutition, Chinchwad