

SIDDHIKA BATRA

UI/UX • VISUAL COMMUNICATION • BRANDING

Multidisciplinary designer with experience across UI/UX, visual communication, branding, illustration, and design research. I create thoughtful, user-centred experiences that combine strong visual storytelling with research-driven problem solving.

CONTACT

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Mumbai, Maharashtra
Gurgaon, Haryana

EDUCATION

NMIMS SCHOOL OF DESIGN

Bachelor of Design
Humanising Technology
2023 - 2027 | CGPA: 3.45/4

SHIKSHANTAR SENIOR SECONDARY SCHOOL, GURGAON

Commerce with Art
Senior Secondary (Grade XII)
2021 - 2023 | 85%
High School (Grade X)
2009 - 2021 | 92%

DESIGN SKILLS

UI/UX Design
Graphic Design
Visual Communication
Branding & Logo Design
Product Design
Design Research
Design Thinking
Data Visualisation
Storytelling
Usability Testing
Illustration

SOFTWARES

Figma | Adobe Photoshop | Adobe Illustrator | Affinity | Procreate | Canva
Basics of HTML • CSS • Javascript
AI Tools - Claude, Chat GPT, Gemini, Flow

LANGUAGES

English
Hindi

EXPERIENCE

UI/UX DESIGN INTERN • TAGGD June 2026 - August 2026

Contributed to the design of TARA, an AI-powered recruitment platform, focusing on candidate-facing interview user interface. Designed and refined UI flows, interaction patterns, and layouts on figma of the candidate journey.

FREELANCE ILLUSTRATOR • CHILDREN'S STORYBOOK May 2026

- Illustrated a complete children’s storybook for a client, later published through Notion Press- <https://notionpress.com/in/read/the-little-eva-and-the-magical-world>
- Developed the visual language from scratch, including character design, environments, page compositions, typography, and supporting visual elements. While maintaining overall consistency in illustration style, storytelling, and visual hierarchy throughout the book, with the overall layout designed on Figma and illustrations created on Procreate.

HEAD DESIGNER • JOBSUPI Sept 2025 - June 2026

- Designed JobsUPI’s digital ecosystem, including its website, mobile application, and supporting platforms.
- Designed intuitive UI/UX solutions and user flows, balancing usability, clarity, and brand consistency.
- Created and developed brand mascots and character illustrations to build an engaging visual identity.
- Contributed to brand and marketing initiatives through digital creatives, campaign assets, and communication design.

DESIGN INTERN • YOUNYOU FOUNDATION May 2025 - July 2025

- Designed visual communication materials for the foundation, including magazine layouts, brochures, pitch decks, and illustrations using Figma and Procreate
- Translated content and campaign objectives into clear, engaging visual narratives across print and digital formats.
- Collaborated with the team to develop cohesive visual communication and research for various initiatives.

DESIGN INTERN • PEOPLESTRONG May 2024 - July 2024

- Created visual assets for marketing and brand communication, including posters, brochures, and social media creatives using Canva for an HR technology company.

ADDITIONAL PROJECTS May 2024

- Cover Design | B.I.R.D Magazine, Volume II
Worked as part of collaborative design team on the cover design for B.I.R.D Magazine, Volume II. Explored visual concepts and developed the final composition under the guidance of NMIMS School of Design.
- Logo Design | Bakery Brand - Cakes Planet
Developed a logo and visual identity concept with a focus on brand positioning, typography, and visual form.

ACHIEVEMENTS

iF Design Student Award 2026 - Finalist, Top 300 of 7,000+ global entries

A brief about the selected project - SPROUT: THE INTERACTIVE PUPPET SYSTEM

- Designed a play-based system that explores early behavioural indicators of neurodevelopment and learning differences through play outside clinical settings.
- Led research and concept development through secondary research, surveys, interviews, and stakeholder mapping.
- Led the web experience and overall visual direction, creating an engaging, child-friendly interface and visual language making the interaction intuitive, engaging, and visually approachable for children while communicating complex information clearly to parents and educators.

Information is Beautiful Awards 2024 - Data Design project was Long-listed

Research Paper & Poster Published - B.I.R.D. Vol. 2 & Vol. 3 (NMIMS SOD)

Student Editor for B.I.R.D Vol. 2 - Editing Team B.I.R.D

Children's Storybook - Illustrated book published through Notion Press