

# VANSHIKA

## MULTI DISCIPLINARY DESIGNER

### CONTACT

- +91 9877811962
- [vanshika.designs08@gmail.com](mailto:vanshika.designs08@gmail.com)
- [Linkedin](#)
- <https://vanshikadesign.framer.website/>

### PROFILE SUMMARY

As a multidisciplinary designer, I sculpt digital experiences, specializing in UI/UX. My passion lies in transforming complex challenges into intuitive, innovative solutions. I am eager to leverage my skills as a Visual Designer and UX Researcher, forging impactful collaborations and breathing life into ground-breaking ideas.

### EDUCATION

#### THE DESIGN VILLAGE 2022-2026

- Bachelors of Design (Multidisciplinary design)

#### TU DELFT, NETHERLANDS 2025

- Exchange Semester

#### BANYAN TREE SCHOOL, NEW DELHI 2022

### WORK EXPERIENCE

#### THE DESIGN VILLAGE

JAN 2023 -JULY 2023

Admission Counsellor

- Work assigned as outreach member (support/ guidance to student throughout the admission process).

#### FOREST DESIGN LABS

2023-2025

Installation Designer

- At Forest Design Labs, I contributed innovative, sustainable design solutions. I managed research, budgeting, 3D modelling, and material selection, effectively balancing creative vision with practical execution to deliver impactful results.

#### CROSSROADS COLLECTIVE

JULY 2025

social Media Intern

- Managed all aspects of the organization's social media content, including creating, editing, and scheduling daily posts across various platforms.
- Edited video and graphic content for social media channels, ensuring visual consistency and adherence to brand guidelines.

### SOFT SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Communication skills
- Marketing skills
- Problem solving
- Adaptability
- Attention to details
- Wireframing
- Prototyping
- User Journey
- Marketing research
- Social Media Marketing

### WORKSHOP AND TRAINING

#### LONDON DESIGN BIENNALE

2023

- Active participation in a workshop and competition hosted by the London Design Biennale at Somerset House in London, representing India at a global level, and winning a runner up position by putting an installation called "CHOWK AND CHARPAI"

### ACADEMIC PROJECTS

#### FINAL DESIGN PROJECT

Website design and research based project 2025

- What if we paid for wisdom with dignity, not money? This project tackles the loneliness epidemic by positioning elders as active guides for the youth. It is a holistic design intervention that turns the "Western concept" of old age homes into vibrant centers of Indian Virasat (Heritage).

## SOFTWARES

- Figma
- Procreate
- Illustrator
- Wix
- Spline
- P5.js
- Filmora
- Photoshop
- After Effects
- Premier Pro
- Sketch up
- Canva
- Arduino

## LANGUAGES

- English
- Hindi

### ORANGE TREE

*Furniture and Concept design* 2024

- Develop and create an immersive installation on the theme of 'forest ' incorporating multisensory interactions an exemplary pitch to festivals , corporate spaces ,and events furthering the ethos and practice of Forest Design Labs . The installation can incorporate any physical material like textile , metal , new material , etc , and can make use of new media or mechanical technologies for its interactive component .

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### FIT FOODIES

*App Design* 2024

- Fit Foodies is a mobile app that encourage young people adopt a healthy way of eating. It improves this through the fun experience of playing games. The app uses the concept of the popular game Ludo King and encourages kids to consume nutritious and healthy food and feel the excitement of the adventure game.

### FOSTERS+PARTNERS

*Strategy Design* 2023

- Proposed an idea to deal with rising issue of URBAN HEAT ISLAND in Delhi . Taking Yamuna as an aspect me and my team proposed an idea for installing green roofs

### KA-AM : WEB EXPERIENCE

*Website Design* 2023

- Developed and presented a comprehensive web collateral strategy, encompassing responsive design and engaging content to enhance KA-AM's online presence and showcase their architectural expertise effectively

## INTERNATIONAL PROJECTS TU DELFT, NETHERLANDS

### FORM AND SENSES 2025

*Multisensorial experience design*

Conceptualized and developed a platform dedicated to redefining the aging experience and fostering intergenerational connection through shared cultural heritage.

### DESIGNING FOR SOCIETY

*Dr. Stella Boess, Projecy AID (Active Inclusive Design)*

Designed and proposed behavioural interventions for the IDE faculty to ensure seamless English communication in group projects, empowering international students to fully participate and contribute, enhancing overall inclusivity.