

# HINA YASMIN

*Product Designer*

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Hyderabad, India

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[Portfolio](#)

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## PROFILE

Accomplished interdisciplinary designer with over 6 years of experience, adept at transforming complex ideas into impactful digital experiences. Expertise in design thinking and UX research complements a strong foundation in interior design, ensuring a holistic approach to product development. Proven ability to lead cross-functional teams, enhance client engagement, and streamline processes for improved outcomes. Committed to implementing innovative solutions that balance aesthetic appeal with functionality, driving projects to successful completion while prioritizing user satisfaction and sustainability. Passionate about creating thoughtful designs that resonate with users and elevate their experiences.

## EDUCATION

DIPLOMA IN USER EXPERIENCE DESIGN

**AND Academy - Delhi**

*March 2023 - January 2024*

BACHELOR OF DESIGN, INTERIOR DESIGN.

**Jawaharlal Nehru Architecture & Fine Arts University**

*August 2014 - July 2018*

## TOOLS

FIGMA  
MIRO  
FRAMER  
WEB FLOW  
ADOBE XD  
AUTO CAD  
SKETCH UP  
3DS MAX  
WIX STUDIO

## SKILLS

DESIGN STRATEGY  
UX RESEARCH  
DESIGN SYSTEM  
DESIGN THINKING  
USER-CENTRIC DESIGN  
VISUAL DESIGN  
AGILE METHODOLOGY  
TYPOGRAPHY  
WIREFRAMING  
COLOR THEORY  
LAYOUT DESIGN  
BRANDING & INDENTITY  
MOCK-UPS  
PROTOTYPING

## WORK EXPERIENCE

### UX DESIGN INTERN

#### **Brain Quest**

*January 2025 - March 2025*

- Designed and refined user experiences for two fintech platforms and an IT consultancy website, ensuring seamless interactions and strong brand alignment.
- Assisted in designing and maintaining the Brain Quest website, enhancing usability and visual consistency.
- Collaborated with developers and stakeholders to transform business objectives into intuitive digital solutions.

### CREATIVE HEAD

#### **Aikya Studios**

*August 2022 - September 2024*

- Led client engagement and successfully acquired projects at Aikya Studios, translating design aspirations into actionable plans that enhanced client satisfaction.
- Spearheaded cross-functional collaboration efforts to align business objectives with client expectations, resulting in a 40% improvement in client retention rates and a 15% increase in up-sell opportunities.
- Orchestrated seamless execution by guiding material selection and overseeing detailed designs.
- Cultivated a highly creative environment for junior designers and interns, resulting in improved innovation and collaboration that enhanced project outcomes and team morale.
- Spearheaded and successfully managed a complex project, optimizing workflows and streamlining processes, resulting in a 25% reduction in project completion time and a 15% increase in overall team productivity.
- Enhanced team productivity by implementing strategic planning and goal-setting initiatives.
- Demonstrated adeptness in client communication and relationship-building, establishing trust and long-term partnerships.

### SENIOR INTERIOR DESIGNER

#### **Aikya Studios**

*January 2021 - August 2022*

- Created detailed drawings and specifications for a range of custom furniture, ensuring a seamless implementation of the design concept.
- Collaborated with architects and other design professionals to develop a unified design concept.
- Conducted detailed research into the latest trends and technologies in interior design, resulting in a series of innovative projects.

## FREELANCE DESIGNER

### **Studio HY**

*June 2019 - Present*

- Orchestrated end-to-end design processes, overseeing material selection, contractor coordination, and project execution; achieved 100% on-time project completion and maintained high-quality standards.
- Conducted personalized on-site visits, collaborating closely with clients to provide tailored sustainability solutions; advised on material selection and coordinated with contractors, ensuring timely and high-quality project execution.
- Implemented sustainable design strategies, minimizing environmental impact and promoting resource efficiency.
- Led cross-functional teams, ensuring seamless communication between designers, engineers, and stakeholders to optimize project outcomes.
- Developed detailed design documentation and presentations, effectively conveying concepts to clients and project teams.
- Researched and integrated emerging design trends, innovative materials, and sustainable technologies to enhance project functionality and aesthetics.

## SENIOR INTERIOR DESIGNER

### **Darpan**

*February 2019 - February 2020*

- Led and managed design projects across three branches in Hyderabad, unifying design vision and maintaining adherence to standards.
- Coordinated impactful material selection, leveraging expertise to enhance project quality and sustainability.
- Collaborated with the sales team to secure new business opportunities through effective design presentations.
- Fostered strong client relationships by providing exceptional service and understanding unique requirements.

## INTERIOR DESIGNER

### **Darpan**

*October 2018 - February 2019*

- Partnered closely with clients to understand their visions and preferences, providing personalised design solutions.
- Conducted comprehensive on-site visits, assessing spaces and addressing client needs for a tailored approach.
- Advised and guided clients in selecting materials, finishes, and furnishings that aligned with design aesthetics and functionality.

INTERIOR DESIGNER

**Aaron Architects**

*July 2018 - October 2018*

- Produced visually striking 3D designs, translating concepts into compelling and realistic representations.
- Conducted thorough on-site inspections, ensuring the integrity and accuracy of the implemented design.

DESIGN INTERN

**Aaron Architects**

*November 2017 - July 2018*

- Crafted precise 2D plans, showcasing precision and accuracy in design documentation.
- Incorporated advanced design tools and techniques to enhance the visual appeal and functionality of projects.
- Utilized CAD and SketchUp software to develop renderings and animations for manufacturing modular spaces.

**PORTFOLIO**

**LINKEDIN**

**BEHANCE**