

Poorvi Rathore

Product Designer
India

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Final-year design student at the National Institute of Design (NID), specializing in UI/UX. I integrate user research with considered interface design to deliver clear, engaging digital experiences, with close attention to detail. I'm particularly drawn to intuitive interfaces that let users accomplish their goals with minimal effort.

WORK EXPERIENCE

Baby Forest

Visual Designer

Designed packaging and graphics for the launch of an upcoming nutraceutical gummies line.
Produced social media visuals for Instagram and LinkedIn

June 2026 - July 2026

Zencat Studios

Visual Designer

Worked on branding and collaterals for Pabrai's Icecream.
Designed packaging and graphics for Pabrai's Icecream.

May 2026 - June 2026

IIT Bombay (Techfest)

Freelance

Designed graphic merch for Asia's largest fest held at Indian Institute of Technology, Bombay

November 2025 - December 2025

EDUCATION

National Institute of Design

Bachelor's in Design

Specialisation in Communication Design

July 2023 - Present

SKILLS

User flows & storyboarding
Vibe coding
Wireframing / mockups
Information architecture
Interface design (UI)
Experience design (UX)
Graphic design
Motion graphics / UI

SOFTWARE

Figma / Figjam
Codex / Claude code
Adobe Creative Suite