

# MAYANK SARASWAT

## UI/UX and Graphic Designer

+91 9156900208

saraswatmayank336@gmail.com

Pune, Maharashtra

### ABOUT ME

Graphic and UI/UX Designer with over 1.5 years of experience in graphic design and augmented reality creation, contributing to brand communication, content organization, pitch deck design, and flyer development. Collaborates strongly on cross-functional teams with the client stakeholders in support of visual direction, engagement design, and decision-driven creatives. Proven expertise in lightweight AR filter optimization, face-tracking design, and audience-centered visual storytelling; organic reach comprising over 3 million opens and high user engagement.

### KEY COMPETENCIES

- Brand-aligned Visual Communication
- UI/UX Design & Layout Structuring
- Social Media Visual Storytelling
- Wireframing & Prototyping
- Design System Creation
- User-Centered Interface Design

### EDUCATION

GH Rasoni College of Engineering and Management, Pune | 2024-2028

#### B.Tech – Computer Science & Engineering (AI&ML)

- Currently pursuing 2nd year with coursework in AI, data structures, and advanced mathematics
- Active member of the college's Google Developer Group (GDG) club as **Design Lead**

Don Bosco Jr. College | 2022-2024

#### Higher Secondary Education (12th Grade)

### WORK EXPERIENCE

IdeaTribe Creative Hub | 2024 - 2025

#### Graphic Designer

At IdeaTribe Creative Hub, I worked as a Graphic Designer in my agency for various client brands across different industries. I interpret the brief to draw out a structured brand-aligned asset output such as social media creatives, pitch decks, and flyers. I managed feedback cycles, ensured timely delivery, and delivered high-ownership, professional, and engagement-driven design solutions.

Listening Inn | 2022 - 2023

#### Designer

With the culture of listening and personal development, I served as a Designer at a startup incubated by IIM Bangalore. I created human-centered, empathetic design assets that meet user expectations while living the brand values. My environment definitely enhanced my ability to translate insights into clear, meaningful visuals, strengthening my approach toward purposeful audience-resonant design.

### ADDITIONAL EXPERIENCE

Instagram Effects Creator | 2021 - 2023

As an AR filter developer on Instagram, I designed and published face-tracking filters using Meta Spark. Reaching 3 million opens and 2.2 million impressions, the filters boast 80,000+ captures, 42,000+ shares, and 29,000+ saves, proving their engaging qualities and organic distribution. Ensuring seamless performance in real time-even on video calls-I optimized them, thus reinforcing my approach to light, human-centered augmented reality design.