

# LEKHA JOSHI

## UI & UX Designer | Brand Designer | Startegic Marketing

joshilekha1509@gmail.com | +971 562 049 054 | Dubai, UAE  
UAE Resident (Sponsored Visa)| UAE Driver's Licence

Portfolio:<https://www.behance.net/lekha-joshi3>    LinkedIn: <https://www.linkedin.com/in/lekha-joshi-415a902a6>

### SUMMARY

A commercially aware and visually driven business professional combining a strong background in Commerce and Industrial Design with advanced user experience (UX) strategy. Highly skilled at analyzing consumer behavior, mapping interactive digital journeys, and engineering digital growth assets. Leverages technical software mastery to drive conversion-focused digital marketing strategies without relying on social media channels.

### EDUCATION

|                                                                                                                                                                                |                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <b>Master of Business Administration (MBA) - Strategic Marketing</b><br><b>Ajman University, UAE - AACSB Accredited</b>                                                        | <b>Expected 2028</b>      |
| <ul style="list-style-type: none"><li>Core Focus: Strategic Marketing, Market Analysis, Digital Strategy, AI Applications, Data Mining, Consumer Behavior</li></ul>            |                           |
| <b>Bachelor of Design (B.Des) - Product Design</b><br><b>Symbiosis Institute of Design, Pune, India</b>                                                                        | <b>2021-2025</b>          |
| <ul style="list-style-type: none"><li>Core Focus: Product Development , Visual Hierarchy, Information Architecture, Usability Testing, Wireframing &amp; Prototyping</li></ul> |                           |
| <b>High School Diploma - Commerce Stream (CBSE)</b><br><b>Our Own English High School, Sharjah, UAE</b>                                                                        | <b>Graduated<br/>2021</b> |

### EXPERIENCE

|                                                                                                                                                                                                                                                                                                                                                                            |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Service Learning Intern - Design &amp; Marketing Strategy</b><br><b>I Gift Life (NGO)</b>                                                                                                                                                                                                                                                                               | <b>6 months</b> |
| <ul style="list-style-type: none"><li>Coordinated visual brand storytelling and strategic collateral generation for public outreach and visibility campaigns.</li><li>Produced informative video content that boosted public outreach and community engagement</li><li>Applied brand storytelling and visual communication to drive donor registration awareness</li></ul> |                 |
| <b>3D Brand &amp; Visual Strategy Intern</b><br><b>SAR Studio</b>                                                                                                                                                                                                                                                                                                          | <b>2 months</b> |
| <ul style="list-style-type: none"><li>Engineered high-fidelity 3D modeling pipelines, translating core brand messaging into concrete visual and tactile catalogs.</li><li>Designed product catalogues and assembly guides bridging design and marketing communication</li><li>Contributed to the SAR website's visual design language and product art direction</li></ul>  |                 |
| <b>Product Strategist</b><br><b>S.H. Pitkar Orthotools</b>                                                                                                                                                                                                                                                                                                                 | <b>3 months</b> |
| <ul style="list-style-type: none"><li>Conducted thorough user-centric research, journey mapping, and demographic ideation.</li><li>Enhanced product usability and perceived value through user-centred research and prototyping</li></ul>                                                                                                                                  |                 |

### TECHNICAL COMPETENCIES & CORE SKILLS

|                                        |                                                                                                                                              |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Digital &amp; Product Strategy:</b> | User Research Analysis · Data analysis · Consumer pyschology · Journey Mapping· Media management · SEO · AI marketing tools · Content Design |
| <b>Visual &amp; UI/ UX Design</b>      | Wireframing & Prototyping · Journey Mapping · Information Architecture · Usability Testing · Brand & Campaign Design                         |
| <b>Softwares:</b>                      | Figma, Adobe XD, Photoshop, Illustrator, InDesign, Framer, Canva, Fusion 360, Rhino 3D, Cap cut, Midjourney, Chatgpt, Claude AI.             |
| <b>Attributes:</b>                     | Attention to Detail, Goal-Oriented, Adaptable, Team Player                                                                                   |