Meet Baxi | UX Designer/Researcher

Curious and empathetic designer pursuing a Master's in Communication Design, with a background in Computer Engineering. I specialize in UX research, wireframing, and crafting user-centered digital experiences. Passionate about storytelling and solving real-world problems through thoughtful design.

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Experience

Sr. Content Strategist

Eidolon Design Studio, Ahmedabad   AUG 2022 - JUN 2024

Experienced Content Strategist at Eidolon Design Studio, collaborating with notable clients including Vimal Ice Cream, Paragraph Co-working Space, Infrasoul, Amado, London Yard Pizza, Peppers, Kaffa, and others. Responsible for end-to-end campaign development, from conceptualization to creative design for social and print media, while managing client communications. Additionally, oversee product photoshoots, reel production, and influencer marketing initiatives to ensure cohesive brand storytelling.

Graphic Visualiser

Schbang, Mumbai   JUL 2021 - DEC 2021

Developed creative concepts and visual content from scratch for brands like ASUS and Schbang Academy. Collaborated with creative teams to translate ideas into engaging, on-brand design assets across digital platforms.

Graphic Designer / UI Designer

TechCompose, Ahmedabad   AUG 2019 - MAY 2020

Focused on designing and refining user interfaces in Figma, ensuring clean layouts, visual consistency, and intuitive user flows. Collaborated with developers and team members to align design with user needs and product goals.

Graphic Designer

Granth, Ahmedabad   JAN 2019 – MAR 2019

Designed visual branding assets including logos, social media creatives, and marketing materials. Collaborated with team members to ensure timely delivery and consistency with brand guidelines.

Education

Master of Design (MDes) - Communication Design

2024 - 2026

Dhirubhai Ambani University, Gandhinagar

Bachelor of Technology(BTech), Computer Engineering

2015 – 2019 | 7.60 CGPA

Ahmedabad Institute of Technology(GTU), Ahmedabad

Accomplishment

Winner of Curiosity Carnival 2025 At IIT-Gandhinagar

2025

Winner of 3rd Prize - Designed a model analyzing the impact of urbanization on Gandhinagar, Gujarat.

Competency

Design Tools

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Jira, HTML/CSS , Android Studio.

Skills

Design Thinking, User Research, Visual Design, Storytelling, Problem Solving, Content Strategy, Communication.