

# Dhriti Verma

## UX Researcher and Visual Designer

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### Work Experience

#### Zapp Marketing / Website Designer

OCT 2023-FEB 2024

End to end work on re-designing the Zapp agency website positioning them as a dynamic and creative brand in the market. Conducted client interviews, framed briefs and requirements, conceptualised and executed a multi-page website on Figma and Wix.

#### Meraki Magazine /

Editorial board

AUG 2023 - PRESENT

Nominated by peers to be on the editorial board of NIFT Hyderabad's campus magazine 'Meraki'. Currently responsible for managing and leading the team, ensuring coordination between teams. Hired and onboarded the new team. Successfully published two editions of the magazine in Nov 23 and Mar 24.

Content team

SEP 2022 - PRESENT

Actively participate in brainstorming sessions, offering innovative ideas and strategic insights to enhance content quality that resonates with our diverse audience. My tenure equipped me with valuable skills in content creation, storytelling, and collaborating on ideas.

#### Spectrum fest/ Meraki PR head

JAN 2024 - FEB 2024

Spearheaded comprehensive promotional campaigns to elevate the event's visibility and engagement. Through effective utilization of Instagram, amplified the magazine's online presence and fostered strong relationships with sponsors, media partners, and campus stakeholders.

### Education

#### National Institute of Fashion Technology, Hyderabad (NIFT)

2021-2025

**B.Des** - Major in Fashion

Communication

Minor in Fashion Management

### Skills

#### Design-led research

Human-centered design, Psychology,  
Design strategy

#### Storytelling

Copywriting, Content writing, Fashion  
journalism

#### Data driven design

Information visualisation, Data  
visualisation

#### Visual Design

Packaging design, Interface design,  
Social-media collateral

### Tools

Figma, Adobe PremierePro, Adobe  
Photoshop , DaVinci Resolve, Adobe  
Illustrator, Adobe Indesign, Adobe  
AfterEffects, Adobe Lightroom  
(beginner), Blender (Beginner)

### Interests

Writing  
Video editing  
Cinematography  
Social media  
optimisation

Game Design  
Hand lettering  
Zine-making  
Stop motion  
Prompt engineering

## Work Experience

### **Ministry of Textiles, Government Of India /**

Researcher and Writer

JUL 2023 - SEP 2023

Embarked on an immersive field study into the handicraft of Pembarti metalware of Telangana, combining qualitative and quantitative research methods to comprehensively document the findings. Responsible for on-field interviews, data collection via observation and photography, and co-writing content for the final report. Also developed a visual communication strategy for the craftsmen to promote their craft and culture effectively.

### **Literary and Dramatics club, NIFT Hyderabad /**

Assistant Secretary

OCT 2021-SEP 2023

Organised and managed college events; end to end logistics coordination, budget management, and vendor relations. Multi-tasked and problem-solved to ensure seamless event execution while maintaining attention to detail and organizational skills to oversee all aspects of event management, including scheduling, promotion, and on-site coordination.

### **Instagram India x YLAC/**

Social media advocate

AUG 2018 - DEC 2018

Actively advocated for social causes including sustainability, bullying prevention, and gender equality via Instagram. Effectively used SEO, content strategy development, campaign planning, audience analysis, and performance analytics to optimize campaign effectiveness and foster community engagement and empowerment.

## Achievements

Post of the week awarded by YLAC  
Gold medal for Nukkad Natak  
Silver Medal in poetry writing awarded by author Illka Ranjan  
Several accolades for anchoring during college

## Projects

### **Fresh Take : Podcast and Blog**

Wrote, recorded and edited on design, history, fashion and everything in between; breaking down current trends and industry updates through a GenZ lens.

### **Festa : an event planning app**

Conducted user research, wireframing, UI design & prototyping to build an app helping users to plan small to mid sized parties.