

Tanvi Echipilani

PRODUCT & UX DESIGNER

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About

Multidisciplinary designer transitioning from fashion into Product and UX, with experience in customer experience, brand management, visual merchandising, and managing website projects from concept to launch. Skilled at collaborating with cross-functional teams, translating user and business needs into thoughtful digital experiences, and designing intuitive, user-centered solutions informed by a deep understanding of customer behavior.

Education

Fashion Marketing Diploma
LaSalle College, Vancouver · 2020
Dean’s Honor Roll, Multiple Semesters · Outstanding Achievement Award

Fashion Design Diploma
NIFT, New Delhi · 2017

Interior Architecture & Design
Pearl Academy, New Delhi · 2016

Experience

GROG Events & Entertainment · Brand Manager
Feb 2025 – Oct 2025 · New Delhi
Led the creative and branding for events, shaping how each one looked and felt, from social and digital to the on-ground experience. Managed a design team and worked directly with clients, keeping everything on brand and seeing it through to the final event.

Pandora · Visual Merchandising Lead
Feb 2023 – Apr 2024 · Vancouver, CA
Designed the in-store look across multiple store locations, arranging displays and keeping everything on brand and easy to shop. Trained the team on our products and set clear merchandising standards, so each store felt consistent and well put together.

Growify Digital LLP · Brand Manager
Oct 2021 – Apr 2022 · New Delhi
Worked on websites for brands like: Tarun Tahiliani, Ridhiiee Suuri, Heart up my Sleeves (Shark Tank), Baise Gaba, Sammsara, Safaa, Shruti Sancheti, OMTC NYC, Hemant & Nandita and Dusala. Acted as the main point of contact for clients, turning requirements into clear briefs and running website projects end to end, from briefs through final handover. Managed a team of professionals working under me, coordinating their work and keeping delivery on track across websites and digital campaigns.

Mackage · Client Relations & Stylist
Sep 2019 – Mar 2020 · Vancouver, CA
Worked closely with customers one on one, offering a warm, personal experience and styling they could trust. Built real relationships that kept people coming back, turning first-time shoppers into regulars.

Additional	Skills Design UX/UI Design · Design Systems · Wireframing · Prototyping · Inclusive Design · Accessibility (A11y) · B2C & B2B Platform Design · Conducting User Research · Dashboard Design · User Flows · Responsive and Mobile-First Design Tools Figma · Photoshop · Illustrator · Microsoft Office AI Prompt engineering · AI-assisted design · Generative AI tools · MCP (Model Context Protocol) integration · AI tool & workflow orchestration Strengths Problem solving & analytical thinking · Process optimisation & efficiency · Leadership · Cross-functional collaboration · Clear communication	Certifications Professional Bootcamp in UX/UI Design DesignBoat UI/UX School · 2024 Google UX Design Professional Certificate Google · 2026 Google AI Professional Certificate Google · 2026 WCAG Compliance: Web Accessibility Best Practices Coursera · 2026 Languages English · Hindi · French
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