Sasmita Mallcik
Experienced in Graphics, UI/UX Design, & Digital Marketing

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Creative Professional Specializing in Graphic Design, UI/UX, Motion Graphics, and Digital Marketing

PROFILE SUMMARY

Versatile Creative Specialist merging design, UX, motion graphics, and digital marketing for impactful experiences.

EDUCATION

Year	Qualification	Institution
2024	MBA	**Amity University, Noida, UP**
2000	B.A	**Utkal University, Odisha**
1997	CHSE	**Odisha**
1995	HSE	**Odisha**

COURSES & CERTIFICATIONS

- E-Commerce from Pentasoft Technologies, Bhubaneswar, Odisha (2002)

- Diploma in Graphic Designing from Pentasoft Technologies, Bhubaneswar, Odisha. (2004)

- Certificate in Web Design from Arena Multimedia, Koramangala, Bengaluru, Karnataka (2006)

- UX Design Fundamentals, ImaginXP, Pune (2022)

- Executive Certificate Program in Digital Marketing, IIM Bodhgaya (2023)

- Executive Certification Program in Design Thinking & Innovation Management, IIM Lucknow (2023)

PERSONAL INFORMATION

Email
sasmitamallick36@gmail.com

Mobile
8249161449

Total Work Experience
15 Years 5 Months

Social Link
https://www.linkedin.com/in/sasmita-mallick-251505172

KEY SKILLS

- Photoshoop, Illustrator
- Indesign, Corel Draw
- Figma, Adobe XD
- Adobe Premiere Pro
- MS Office
- HTML, CSS & Bootstrap
- SEO, SMM, SEM, SMO
- Google Analytics
- Keyword Research, PPC

OTHER PERSONAL DETAILS

Date of Birth: 16-Jun-1980
Gender: Female
City: Bhubaneswar
Country: INDIA
Marital Status: Single/Unmarried
Passport No: K8375664

WORK EXPERIENCE

JULY 22 TO PRESENT

GRAPHIC DESIGNER
E SQUARE SYSTEM & TECHNOLOGIES PVT. LTD

My primary responsibility is to create visually appealing designs that effectively convey the company's message, promote its products or services, and engage with the target audience as well as creating intuitive and user-friendly digital interfaces for websites, mobile apps, and other interactive platforms.

Here are some key aspects of my job role in E Square:

1. Designing: Creativity and design skills to develop various visual materials, including logos, brochures, flyers, advertisements, social media graphics, website layouts, and more. I collaborate with the marketing and creative teams to understand the project requirements and translate them into visually appealing designs.

2. Branding: Maintaining and enhancing a company's brand identity. I ensure consistency in visual elements such as color schemes, typography, and logo usage across different marketing materials.

3. User Interface (UI) Design: I create visually appealing and functional user interfaces. I design layouts, icons, buttons, and other graphical elements to ensure a seamless and visually appealing user experience. And, I consider factors such as information hierarchy, navigation patterns, and interactive elements to enhance usability and engagement.

4. User Experience (UX) Design: I focus on understanding and improving the overall user experience. I conduct user research, gather feedback, and analyse user behaviour to inform my design decisions. I create wireframes, mock-ups, and prototypes to visualize and test user interactions, ensuring that the design meets user needs and goals.

5. Design System Development: I create and document design guidelines, style guides, and pattern libraries that establish consistency and efficiency in the design process.

6. Responsive Design: I ensure that the designs adapt and respond effectively across different devices and screen sizes, providing a consistent and optimized experience for users on desktops, tablets, and smartphones.

7. Conceptualization: I involved in the initial stages of a project, where I brainstorm and develop design concepts based on the company's objectives and target audience. I explore different ideas, create sketches or prototypes, and present them to the team for feedback and approval.

8. Collaboration: I often work closely with marketing, advertising, and web development teams including product managers, developers, and stakeholders. Collaborate with copywriters, marketers, and project managers to ensure that the visual elements align with the overall marketing strategy and meet project deadlines. And to define project goals, identify user requirements, and iterate on design solutions based on feedback and user testing.

9. Prototyping and Testing: I create interactive prototypes to simulate user interactions and test the usability of the design. As well as, conduct user testing sessions, gather feedback, and make iterative improvements to enhance the user experience.

10. Adaptability: I adapt to different design styles and trends based on the company's target audience and industry. I create designs that are visually appealing, modern, and relevant to thecompany's brand while also considering usability and user experience.

11. Attention to Detail: I pay close attention to details such as colour accuracy, typography, image quality, and layout consistency.

12. Stay Updated with Industry Trends: Stay updated with the latest design trends, emerging technologies, and industry best practices. I create visually appealing and intuitive interfaces, conduct user research and testing, collaborate with ross–functional teams, and ensure a seamless and engaging user experience across various digital platforms.

13. Software and Tools: I am proficient in various design software and tools, such as Adobe Photoshop, Illustrator, InDesign, CorelDraw, Canva, PowerPoint, Premiere Pro, Figma, XD, and others, depending on the specific requirements of the company.

JAN 22 TO JUNE 22

DESIGNER
SMAKET SOLUTIONS PVT. LTD.
Excel my skills and knowledge in the field of UI/UX Design, Graphic Design, Video Editing, and HTML, WordPress, Website design.

ROLE & RESPONSIBILITIES:
UI/UX Design: Adobe Photoshop, Adobe XD, Figma, Balsamiq– Design, prototype
Graphic Design: Logo design, flyers design, brochures design, PowerPoint presentation design, calendar design, banner design, social media post designing.
Video Editing: Video editing, promo video, teaser, product video making in Premiere Pro, After effect, Flimora
Website Designing: HTML site design, bootstrap site design, WordPress site design
Digital Marketing: Social Media Marketing both Organic and Paid
Office Tool: MS Word, MS Excel, MS PowerPoint

MAR 21 TO JAN 22

WEB DESIGNER CUM TRAINER
SPAATECH SOLUTIONS PVT. LTD.

ROLE & RESPONSIBILITIES:
Scope Preparation: Website scope preparation and prepare an interactive presentation, Client application design, wireframe & prototype design, Website design and development for client and in–house, Website design and development for client and in–house, Presentation design, website graphics, mockup design, Social media marketing, Search engine marketing, Search engine optimization
Software and Tools: HTML, CSS, Bootstrap, WordPress, JavaScript, Photoshop, Illustrator, CorelDraw, Premiere Pro, Figma, XD, SEO, SEM, SMM

NOV 19 TO MAR 21 : GRAPHICS AND WEB DESIGN FACULTY – **CENTRAL TOOL ROOM & TRAINING CENTRE, BHUBANESWAR**

JUL 18 TO APR 19 : GRAPHICS DESIGNER – **INSTITUTE OF HEALTH SCIENCE, BHUBANESWAR**

JUN 17 TO MAY 18 : GRAPHICS DESIGNER– **PAGRI, BHUBANESWAR**

NOV 16 TO MAY 17 : GRAPHIC DESIGN FREELANCER, **BUBANESWAR**

MAY 16 TO OCT 16 : MULTIMEDIA SOFTWARE TRAINER – **NICT COMPUTER EDUCATION, BANGALORE**

JUN 15 TO JUN 16 : GRAPHIC DESIGNER – **AMBITION GROUPS, BANGALORE**

FEB 13 TO JUL 15 : TECHPUBS ENGINEER – **INFOTECH HAL, BANGALORE**

JAN 11 TO OCT 12 : GRAPHIC & WEB DESIGNER – **HERO ANIMATIONS ACADEMY, BANGALORE**

JUL 09 TO DEC 10 : COMPUTER FACULTY – **NICT COMPUTER EDUCATION, BANGALORE**

SEP 08 TO NOV 08 : WEB DESIGNER – **SEANSOFT TECHNOLOGIES PVT. LTD, BANGALORE**

MAR 08 TO JUN 08 : WEB DESIGNER – **JGE CAFE PVT LTD, BANGALORE**

APR 05 TO JUL 07 : GRAPHIC DESIGNER – **LXLABS PVT. LTD., BANGALORE**

PROJECTS SUMMARY

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estpl.in : In-house and clients graphics, branding
ornatte.com : Handcrafted Luxury Potlis and Clutches. Website graphics & braning

Mobile App Development projects UI/ UX Design project–

tathya.odisha.gov.in – empower the Women & Child Development Department through an unified data portal for Government of Odisha to facilitate data verification/validation/project supervision, and project/scheme management.

ODISHA TOURISM – The proposed platform should support responsive design, to ensure the same functionalities on Odisha Tourism website can be extended to mobile devices.

OPMS – OCAC PROJECT MONITORING SOLUTION (web-based portal with mobile support; useful for monitoring and tracking the status and advancement of various projects including physical and financial progress through interactive dashboard).

PMAAGY – Pradhan Mantri Adi Adarsh Gram Yojana (supplements the efforts of State Governments for development and welfare of tribal people by extending Special Central Assistance as an additive to the State Tribal Sub-Plan (TSP). It aims at mitigating gaps and providing basic infrastructure in villages with significant tribal population in convergence with funds available under different schemes in the Central Scheduled Tribe Component).

smaket.org – Accounting and GST Billing Software. It create GST-compliant invoices with the best cilling software(Inventory management system, responsive application development).

arpiyaaircon.net – SALES & SERVICES OF AIR CONDITIONING SYSTEMS
parbatiborewell.com – PARBATI BOREWELL & CONSTRUCTION

IETM – IETM(Interactive Electronic Technical Manual) project. Project in HJT-36

Technical Publication – Jaguar Darin-III, Upgrade Technical Publications, All manuals are in raw format and we convert to ms-word and pdf format and manually convert these files to InDesign format with all quality parameters.

DECLARATION

I, hereby declare that the information provided in this resume is true, accurate, and complete to the best of my knowledge and belief.