

Arpita Saha

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Experience

Alma Mater Biz Solutions

UX/UI designer

Nov, 2021 - Jan, 2023

- As a lead designer, executed a B2B platform for 1000 of APIs and Formulations that helps Pharma Companies to connect with certified manufacturers.
- Developed a design system, collaborated with engineers to give Hitachi Payments a re-designed website with better user experience.
- Worked on 5 B2B and B2C brands where 500 user data were considered for research stage.

Rebly

Freelancer

Oct, 2021 - Nov 2021

- Created 50 interactive pop-up ideas for rebly software.

Zen Technologies

UX/UI design intern

Jan, 2021 - Feb, 2021

- Worked on the Smart Target System to improve the product experience which is used to train soldiers.

Alma Mater Biz Solutions

Visual design intern

May, 2020 - July, 2020

- In collaboration with designers and engineers created a visual identity of a sustainable brand.

Involvement

Alma Mater Biz Solutions

Part-time Writer

Aug, 2020

- Awareness among people about sustainable travelling.
- Blogs on natural healing to raise consciousness
- Social media posts on current topics.

Woxsen University

Cultural Club Executive

Aug, 2019 - July, 2020

- Collaborated with other team members to plan and execute cultural programs.

Skills

- **Software:** Figma, Adobe Xd, Photoshop, Illustrator, Indesign, Zeplin, Miro.
- **UX methods:** User research, User story, Empathy mapping, Information architecture, User journey, Wireframes, Prototype.

Soft skills

Collaborative, Extreme accountability and ownership, Initiative driven, Highly organised.

Achievement

Secured an 8.5 out of 10 rating during internship for efforts and exceptional in professionalism.

Education

Woxsen University

Bachelors in Product Design

2017 - 2021

Academy of Fashion and Art - AFA

Design training program

2016 - 2017