

DRUH.IN

UX Designer specializing in
Visual Design



Kolkata, IN - Worldwide,
Remote

CONTACT@DRUH.IN

EXPERIENCES

Skills Union
Product Designer,
Growth / Marketing

Worked closely with the PMs to identify, iterate and implement the most effective solutions. Redefined the brand, its core identity, and design values. Designed and established a comprehensive design system for the web and a style guide that can be applied across all of SkillsUnion's future design initiatives. Worked with the Content team to manage and modify multiple web projects on Webflow. Worked closely with the Dev team to ensure that we had as little friction as possible in handoffs and QA sessions. Redefined the content structure of our new site alongside the content team to maximize conversion & user engagement.

Aug '21 - Present

breakthru.
Founder / Designer

Leading and managing a team of 4 in-house coders and designers. Working on a broad range of cross-media projects involving branding, illustrations, web design & development for early-age startups and academic institutions. Maintaining a 98.5% client satisfaction score for the past 4 years.

Jan '18 - Present

Stamurai
UX Designer Intern,
Growth / Web

Designed a responsive landing page from scratch, alongside assets (from wireframes to pixel-perfect mockups). Worked closely with PMs and Devs to iterate and deploy new features. Simplified the content structure to increase the conversion rates, alongside a 200% increase in organic page views. Increased the Daily User engagement by 166% and reduced the website bounce rate by nearly 77% within 3 months.

Apr - Jul '20

Arbor Research
UX Designer Intern

Designed a web e-commerce platform from scratch. Created a mobile-first responsive user interface while still establishing consistent desktop interaction patterns. Collaborated with the dev and data team to implement and deploy new features for the e-commerce platform.

Feb - Mar '20

Kerala On Road
UX Designer Intern

Reiterated and redesigned the previous mobile onboarding experience based on the newly defined brand identity. Collaborated with the backend team to implement and deploy new features for the old landing page. Improved daily user engagement by 35% within a month by simplifying the content structure.

Sep - Nov '20

EDUCATION

University of London	BSc Computer Science Specializing in User Experience Design
2021 - 24	Current Grade - 97%
Georgia Tech	Human Computer Interaction - Professional Certificate
2020	Grade - 95%
UC San Diego	Interaction Design - Coursework
2020 - 21	Grade - 98.83%
IxDF	Mobile UX Design - Certificate
2019 - 20	Grade - 100% Distinction - Best In Class

SKILLS

Design	Low & High fidelity Wireframes, User-Flows, User Personas, Empathy maps, Sitemaps / Information Architecture, Prototypes, UI Animations, Style guides
Tech	HTML, CSS, JavaScript, Figma, XD, Sketch, Adobe Creative Suite, Protopie, After Effects, Github, Webflow, Readymag, Zeplin, Notion, Figjam, Miro, Asana, Monday.com

AWARDS & HONORS

Awwwards	Young Jury 2020 - 22
Awwwards	Honors x2, Mobile Excellence x2
Awwwards	30 Best B&W Web designs on the Internet
Codersrank	Top 3 in India (CSS), Top 3 in India (HTML)
CSSDA	Best UX Design x2, UI Design x2, Best Innovation x2, Special Kudos x2
CSS Light	Feature of the Day x4
Best CSS	Site of the Day x4
DesignNominees	Site of the Day x4
Brandathon	Winner x6