

Gourab Dhara

UI/UX Designer — Graphic Designer

dharagourab24@gmail.com — +91 79807 25352 — Chinsurah, Hooghly, West Bengal
behance.net/gourabdharma — github.com/gourabdharma

PROFESSIONAL SUMMARY

Creative UI/UX and Graphic Designer with a Computer Science background, specialized in crafting visually compelling digital experiences and scalable design systems. Expertise blends data-driven user research with high-fidelity visual design, branding, and prototyping. Proficient in Figma and Adobe Creative Suite, adept at creating developer-ready assets that ensure visual consistency and improve user engagement.

TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, Miro, Canva.
- **Visual & Graphic Design:** UI Design, Branding & Identity, Typography, Color Theory, Iconography, Layout Design, Visual Storytelling, High-Fidelity Prototyping.
- **UX Methods:** User Flows, Wireframing, Journey Mapping, Usability Testing, Information Architecture.
- **Development & Tools:** HTML5, CSS3, Responsive Design, Git, GitHub, VS Code.

PROFESSIONAL EXPERIENCE

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|---|---------------------|
| UI/UX & Graphic Designer | Aug 2023 – Aug 2024 |
| WEFIK India | Remote |
| • Spearheaded end-to-end UI/UX and visual design for responsive web and mobile apps. | |
| • Developed a comprehensive Figma Design System, ensuring visual consistency and reducing handoff time by 20% . | |
| • Collaborated with teams to implement high-quality UI assets and ensure design fidelity across devices. | |
| Freelance UI/UX & Graphic Designer | Jan 2022 – Present |
| Self-Employed | Remote |
| • Delivered branding assets, logos, wireframes, and interactive prototypes for 10+ global clients. | |
| • Translated client requirements into intuitive user flows and visually striking interfaces. | |
| • Conducted usability testing to refine visual hierarchy and navigation clarity, increasing client satisfaction by 15% . | |
| • Created pixel-perfect, developer-ready documentation to ensure accurate visual implementation. | |

KEY PROJECTS

Food Delivery Mobile App- BHOJON ROSHIK (Case Study)

- Designed full user journey including Onboarding, Discovery, and Checkout flows using Figma.
- Utilized variables and auto-layout to create a scalable component library.
- *Outcome:* Reduced user click-depth by **20%** through optimized information architecture.

E-commerce Fashion Store- OG-Zone

- Engineered a responsive web UI focused on conversion optimization via strategic filtering and sorting.
- Designed a distinct visual identity through competitive analysis and mood boarding.

Personal Portfolio Website

- Designed a developer-friendly layout emphasizing clear hierarchy, UX writing, and minimal load times.
- Implemented basic structure using HTML/CSS to demonstrate technical feasibility to developers.

EDUCATION

B.Tech in Computer Science and Engineering

2022 – 2026

College of Engineering and Management, Kolaghat

- *Relevant Coursework:* Human-Computer Interaction (HCI), Web Technologies.

LANGUAGES

English, Hindi, Bengali