


# ARKAPRAVA SANTRA

Ui/UX designer

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## Career Summary

UI/UX Designer with experience in crafting clean, intuitive web interfaces and solving user problems through thoughtful design. Skilled in Figma, wireframing, and prototyping, with a strong focus on usability and user-centered design.

## Projects

### EHA – Emergency Health Access App

*Personal Project*

*July-2025*

- Identified emergency care struggles through empathy mapping and user interviews with caregivers in urban India.
- Defined core problems: lack of real-time data on hospitals, ICU availability, and ambulance tracking.
- Designed a mobile-first, multilingual app with features like SOS alert, ambulance tracking, and verified blood bank access.
- Prioritized panic-mode usability with bold CTAs, voice support, and large tap zones.

### Ai-Powered Knowledge Base

*Personal Project*

*July-2025*

- Researched challenges faced by learners across regions through interviews and surveys.
- Identified the core issue: scattered content making learning overwhelming.
- Came up with features like, AI-based recommendations.
- Designed clean, focused wireframes showing curated learning paths.
- Tested with real users and improved flow based on their feedback.
- Project was featured by **Fabricio Teixeira** in **Bootcamp**, validating its quality and impact.


### Focus Flow – Study Companion App


*Group Project*


*May-2025*

- Talked to students to understand issues around focus and study distractions.
- Noticed a need for structured sessions with fewer digital interruptions.
- Conceptualized a Pomodoro timer with calming sounds and simple task lists.
- Built a soothing, minimal interface to reduce cognitive load.
- Shared with peers, refined UI based on session drop-off and user input.

## Portfolio

 Portfolio

 arkapravadevux

 arkapravasantra

 imkuttu123

## Design Toolbox

Figma

Framer

Webflow

## Skills

Design

Design Thinking

Wireframing

Prototyping

Information

Architecture

User Flow

User Interface Design

Competitive Analysis

Surveys

Usability testing

## Education

Bachelors' in Technology  
in Computer Science

Budge Budge Institute of  
Technology, Kolkata |  
2020-2024

## Interests

Reading

Guitar

Painting

Photography