


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

 arkapravadevux

 arkapravasentra

 imkuttu123

 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