

ABHA MAHTO

User Experience Designer

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I'm a designer with an animation background, and my passion is creating strong, appealing concepts that communicate your vision.

EXPERIENCE

Designer | Dec 2021 - Jan 2022

[Freelance \(KFC\)](#)

- Led a promotional branding campaign for KFC celebrating 600 restaurants all across India.
- Engaged in Design Language from brainstorming to final sketch of bucket design for the 3 cities (Karnal, Ambala, Beherampur).
- Illustrated 4+ distinct design depicting the art /culture /architecture / language of the city, Significantly improved illustrations and maintaining brand consistency throughout the process.

Design Intern | Jan 2021- June 2021

[Broadcast2world](#)

- Emphasized Creative Visualisation by analyzing the process of motion videos and what it is made of. And got a deep understanding of Shape Design, Storyboarding, Character Design Typography, and Color Theory.
- Illustrate and animate motion videos utilizing various design processes with the help of Ae, Ai, Ps.
- Conceptualized style guidelines to ensure consistency in visual design for projects within the organization.

EDUCATION

B.S Animation And Multimedia

2019 - 2022 (Expected)

Birla Institute of Technology

12th - Science

2017

Abhinav Public School

CERTIFICATION

Foundations of User Experience (UX) Design (Google UX Design Professional Certificate)

Coursera | Jan 2021

UX Design Process: Empathize, Define, and Ideate (Google UX Design Professional Certificate)

Coursera | Mar 2021

Build Wireframes and Low-Fidelity Prototypes (Google UX Design Professional Certificate)

Coursera | April 2021

SKILLS

UX Research

Empathize, Personas, User Journey Map, Edge Cases, Information architecture, Hypothesis Statement, Interviews, Competitive audit.

UX & UI Design

User Flow, Storyboarding Wireframe, Prototype, UI Design, Icon Design, Visual Design, Illustration Doodle.

UI Animation

Micro Animation, Interactions, Splash Screen, Navigation Transitions.

Software

Figma, Adobe XD Illustrator, Photoshop After Effect, Premiere Pro.

[*Skills demonstrated here.](#)