Sharmistha Halder

+91 62913 22505   shalder99.ee@gmail.com   https://sharmisthahalder.netlify.app/

experience

ARC Document Solutions
Ux Designer
Feb 2024 - Present

- Lead end-to-end UX for web and iOS products in the construction domain, from discovery to hi-fi prototypes.
- Integrated AI-powered semantic search and recommendation engine, improving task-success rate.
- Partner with PMs & engineers in sprints, delivering design specs and interactive prototypes in Figma.
- Established a reusable design system that made design process easier

Roldrive
Ui/Ux Designer
Jun 2023 - Feb 2024

- Re-imagined consumer ride-booking app and supplier portal; reduced booking flow from 7 to 4 steps.
- Delivered developer-ready assets, supported QA, achieving less UI defect rate at launch.

Bluetick Consultants LLP
Ui/Ux Designer
Mar 2022 - Feb 2023

- Designed mobile apps and marketing websites with SEO-optimized IA, lifting organic traffic.
- Collaborated with content and SEO teams to align metadata, structured data and page performance.

Internships
Ui/Ux Designer intern
May 2021 - Oct 2021

- Produced website and app mock-ups backed by market research on CMS trends and layout patterns.

Creator
Ui/Ux Designer
Oct 2021 - Present

- Built responsive landing pages, portfolios and CMS consoles for early-stage startups.
- Conducted competitive analysis and branding workshops to align digital presence with business goals.

education

Calcutta Institute of Engineering and Management
2018-2022

Btech in computer science and engineering

skills

Ux Methods

User Personas, Journey Mapping, Information Architecture, Wireframing, Interactive Prototyping, Usability Testing, A/B Experiments

Design

Figma, Adobe Photoshop, Adobe Illustrator, Design Systems

Platforms

iOS, Android, Responsive Web, B2B SaaS Dashboards

extra

Certificates

Google UX Design

Linkedin

Linkedin profile

Behance

https://www.behance.net/sharmishalder

Dribbble

https://dribbble.com/Sharmistha99