Archana Das

Visual & Experience Designer

Guwahati, Assam

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SKILLS/TOOLS

User Interface Design
Visual Design
UX Design
Protyping
User Research
Branding
Illustration
Sketch
Figma
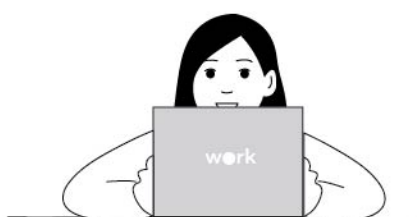InVision
Zeplin
Adobe Illustrator
Adobe Photoshop
Adobe XD
Adobe After Effects
Protopie
Photography
Screen Printing

EXPERIENCE

Freelance
Visual Design and UI/UX, Present

• Working on projects spanning Branding, Illustrations, Concept Design and Web Design.

Boston Consulting Group, Bengaluru, India
Associate Digital Designer, June 2021 - June- 2022

• Responsible for creating user centric designs for apps and websites.

• Create designs by integrating marketing objectves, target audience, creative assets and BCG design patterns into intuitive solutions.

• Present workable prototypes to case team, UX team and key stakeholders for review.

• Incorporate creative exectuion to ensure high volume visual designs are delivered in a timely manner.

• Collaborate with peers and global stakeholders to ensure high quality, cohesive creative deliverables are well documented and ready for execution.

• Assit team in the implementation of new design processes to support business initiatives and goals.

Redd Experience Design, Bengaluru, India
User Experience Designer, Apr 2019 - Nov 2020

• Lead projects for User Interface Design and helped build visual stories for brands and products by delivering pragmatic solutions for clients.

• Worked cross functionally to design Products, and setting Features and Design language.

• Created interactive Prototypes and conducted User Research and User Testing for improvement of products and brands.

Please See//, Mumbai, India
UI/UX Design Intern, Jan - Jun 2018

• Worked on the re-designing of an Event Website, incorporating market research and user personas to develop the final prototype for the website. I also got a chance to work on the branding aspect for their brand.

• Worked on other UI/UX projects in collaboration with engineering and design teams and managed implementation of Features and Design language.

• Designed in app graphics, promotional brand assests and daily core content.

EDUCATION

UnitedWorld Institute of Design, Ahmedabad, India
Bachelor's in Design, Visual Communication & Graphic Design
2014-2018