

# Archana Das

Visual & Experience Designer

Guwahati, Assam

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## SKILLS/TOOLS

User Interface Design

Visual Design

UX Design

Prototyping

User Research

Branding

Illustration

Sketch

Figma

InVision

Zeplin

Adobe Illustrator

Adobe Photoshop

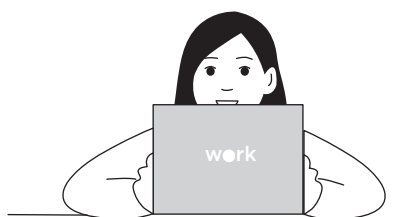
Adobe XD

Adobe After Effects

Protopie

Photography

Screen Printing



## EXPERIENCE

### Redd Experience Design, Bengaluru, India

User Experience Designer, Apr 2019 - March 2021

- 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.

### Freelance

Visual Design and UI Design, Sept 2017- Present

- Worked on projects spanning Branding, Illustrations, Concept Design and Web Design.

### 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 assets and daily core content.

### The Designship, Ahmedabad, India

Design Intern, May - Oct 2017

- Developed a Design System for Asian Paints OBC (Occasion Based Consultancy) tool for their colour consultants.
- Conducted User Research across different states of India to understand different occasions and created a Module.
- Designed the final Profiler App for color consultants which helped the consultants to easily pitch their ideas/process to the customers, thus making it easier for the user to pick colours for their house.

## EDUCATION

### UnitedWorld Institute of Design, Ahmedabad, India

Bachelor's in Design, Visual Communication & Graphic Design  
2014-2018