

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

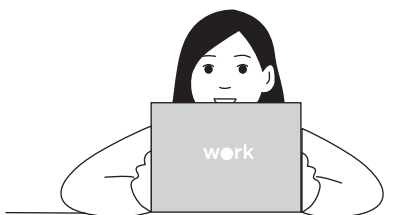
Adobe XD

Adobe After Effects

Protopie

Photography

Screen Printing



EXPERIENCE

Redd Experience Design, Bengaluru, India

User Experience Designer, Apr 2019 - 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.

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