

Pallabi Sasmal

Web Designer | UI/UX Designer

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Professional Summary

Creative and detail-oriented Web and UI/UX Designer with over 2 years of experience in crafting user-centered designs and responsive websites. Proficient in Adobe Creative Suite, HTML5, CSS3, Bootstrap 5, JavaScript, jQuery, and Figma. Skilled in delivering high-quality mockups, web layouts, and graphics that align with branding goals.

Currently working at PhloxBlog, actively contributing to digital design solutions that improve user engagement.

Technical Skills

UI/UX Design: Figma, Adobe Photoshop, Adobe Illustrator

Web Development: HTML5, CSS3, Bootstrap 5, JavaScript, jQuery

Design Deliverables: Wireframes, Prototypes, High-Fidelity Mockups, Logos, Brochures

Tools: VS Code

Professional Experience

Junior Graphics and Web Designer

PhloxBlog | June 2023 – Present | Kolkata, India

Designed modern, responsive websites and mobile-first interfaces

Created brand assets including logos, brochures, and high-fidelity UI mockups

Collaborated with development teams to ensure seamless implementation of designs

Contributed to enhancing user journeys by applying UX best practices

Top Projects

Hygee – AI-driven healthcare platform with real-time monitoring and personalized insights

Cliky – CRM tool for small businesses, designed with usability and simplicity in mind

Hero Fincrop – Financial CRM dashboard interface tailored for lead and customer management

Wow! – Interactive language learning LMS with gamification and AI pronunciation feedback

Gambit Forward – Multi-platform LMS for language learning with personalized learning paths

Whizsoul – Corporate website for a software company with modern UX/UI features

Education

Bachelor of Arts (B.A) - University of Calcutta, 2016

Higher Secondary (WBBSE), 2013

Secondary (WBCHSE), 2011

Languages

English, Hindi, Bengali