

SEJAL SUDRIK

UI/UX DESIGNER AND DEVELOPER



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Sejal Sudrik



Portfolio

Profile Summary

Creative and detail-oriented UI/UX Designer & Frontend Developer with 2+ years of experience turning ideas into intuitive, responsive digital products. Skilled in crafting user-friendly interfaces, building interactive web components, and collaborating closely with developers and teams to bring designs to life.

Strong in HTML, CSS, JavaScript, Figma, and Adobe XD, I enjoy blending creativity with clean code to design experiences that are both beautiful and functional. Passionate about bridging design and development to create seamless, user-centered digital experiences.

Work Experience

UI/UX Designer & Frontend Developer

Blockatena

July 2023 - Aug 2025

- Designed responsive web and mobile interfaces aligned with modern UX principles and accessibility standards.
- Developed responsive pages using HTML, CSS, and JavaScript to bridge design and development workflows.
- Built interactive prototypes and worked closely with developers to bring designs to life.
- Created design systems and reusable components to keep visuals consistent across platforms.
- Improved user engagement by 30% through UX optimization and visual refinement.
- Focused on accessibility, mobile responsiveness, and delivering pixel-perfect, functional designs.

Junior Graphic Designer

Blockatena

Oct 2022 - May 2023

- Assisted in designing brand identity packages (logos, typography, and palettes) for client projects.
- Maintained brand consistency across all design deliverables while innovating with modern styles and trends.
- Practiced using Adobe Creative Suite and Canva for professional-grade outputs.
- Developed social templates and Canva designs for content calendars.

Graphic Designer Intern

Blockatena

March 2022 - Aug 2022

- Assisted in branding and advertising projects for retail and tech clients.
- Conducted research on typography and colors to strengthen brand storytelling.
- Partnered with marketing teams to align visuals with campaign goals and narratives.
- Learned professional workflows and design processes in a studio setting.

Key Skills

Languages: HTML5, CSS3, Bootstrap, JavaScript, TypeScript

Graphic Designing: Branding & Logo Design, Digital Illustration, Social Media Campaigns

UI/UX Design: Landing Page & Dashboard Design, Responsive Web & Mobile UI Design, User Research & Usability Testing, Wireframing & Prototyping, Design Systems & Component Libraries

Tools & Software: Adobe Photoshop, Illustrator, InDesign, Figma, Adobe XD, Canva, Sketch, CorelDRAW (basic), Microsoft PowerPoint (pitch decks, presentation)

Creative & Professional Skills: Color Theory & Typography, Design Thinking & Problem Solving, Collaboration & Communication, Collaboration with PMs, Developers & QA Teams

Education

Pune University (SPPU)

JSPM's BSIOTR, Pune | 2020 - 2023

Bachelor of Engineering in Computer Science

Grade : 8.35 CGPA

MSBTE BOARD

D. Y. Patil, Polytechnic, Pune | 2017 - 2020

Diploma in Computer Engineering

Grade : 84.40 %

Projects

Landing Page Design – Social Media Management Tool

- Designed a modern, responsive landing page highlighting product features, pricing, and testimonials.
- Built clean UI layouts with strong hierarchy, accessible typography, and intuitive navigation.
- Added custom illustrations and icons to strengthen the brand's digital identity.
- Optimized for desktop and mobile performance, ensuring smooth cross-device usability.
- Tools: Photoshop, Figma, Illustrator, Canva

NFT Logo & Artwork Design

- Created a collection of bold, futuristic NFT logos and digital artworks using Illustrator and Photoshop.
- Applied gradients, 3D depth, and clean typography for a modern, tech-inspired visual style.
- Designed multiple badge-style and avatar-friendly variations for versatile branding use.
- Ensured each artwork maintained consistency, clarity, and high visual appeal across platforms.
- Tools: Adobe Illustrator, Adobe Photoshop, Figma, Canva, Blender

Social Media Campaigns

- Designed visually striking social media creatives for a brand management tool.
- Developed scroll-stopping layouts using bold typography, gradient themes, and iconography.
- Balanced creativity with strategy to increase engagement and click-through potential.
- Produced polished, platform-optimized visuals aligned with modern industry standards.
- Tools: Photoshop, Illustrator, Canva

Certification

[Adobe Illustrator](#) | April-May 2021

Horizon Tech, Udemy, Online

Full Stack Web Design & Development | Ongoing

Internship Studio

[Python and Django Framework](#) | April-May 2021

Horizon Tech, Udemy, Online

Machine Learning and Deep Learning | April-May 2021

Udemy

[Advanced Data Science](#) | Sept 2024 - April 2025

IANT Institute