

SEJAL SUDRIK

UI/UX DESIGNER AND DEVELOPER



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Sejal Sudrik

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

July 2023 - Aug 2025

Blockatena

- Designed and developed responsive websites and dashboards using HTML, CSS, JavaScript, and Figma, ensuring a smooth and engaging user experience.
- 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.
- Collaborated with marketing and tech teams to boost user engagement by 30%.
- Focused on accessibility, mobile responsiveness, and delivering pixel-perfect, functional designs.

Junior Graphic Designer

Oct 2022 - May 2023

Blockatena

- 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

March 2022 - Aug 2022

Blockatena

- 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, Visual Storytelling, User Flow & Interactive Design, Responsive Design Principles

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

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 landing page for a social media scheduling platform to showcase features, pricing, and testimonials.
- Created a clean UI layout with clear hierarchy, engaging visuals, and interactive call-to-action sections.
- Applied UI/UX principles such as typography balance, color contrast, and intuitive navigation to improve readability and engagement.
- Incorporated custom illustrations and icons to align with the brand’s digital identity.
- Optimized the design for desktop and mobile responsiveness, ensuring accessibility across devices.
- Tools Used: Adobe Photoshop, Figma, Illustrator, Canva.

NFT Logo & Artwork Design

- Created a series of NFT logos and digital artworks directly in Illustrator/Photoshop, focusing on bold, futuristic, and collectible aesthetics.
- Applied 3D depth, gradients, and clean typography to bring a modern, tech-inspired look to each piece.
- Designed badge-style variations so the artworks could be used across avatars, banners, and branding.
- Tools: Adobe Illustrator, Adobe Photoshop, Figma, Canva, Blender

Social Media Campaigns

- Designed and launched visually striking social media campaigns that engaged and promoted a brand management tool.
- Focused on creating modern, scroll-stopping visuals with bold typography, gradient themes, and social media icons.
- Blended creativity with strategy to ensure each post not only looked appealing but also encouraged clicks and interactions.
- Used Photoshop, Illustrator, and Canva to produce polished designs that aligned with industry standards.

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	