



Subhasmita Pradhan

UI/UX Designer

About me

My drive for design is my passion for understanding people's stories, aspirations, needs and reaching out to them through my solutions as a medium to connect, empathize, and empower them.

My journey in 3D design has honed my eye for color, texture, and layout, enriching my ability to craft experiences that resonates better.

During my tenure of 3+ years, I polished my skills in tactful and cordial communication, fostering collaboration fueling productive work environments.

Know me better through my:

Projects: Be

Milestones: in

Contact

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Achievements

Best Jury Design Award for the DXAI Design Hackathon during the UXIndia Conference 2023. [LinkedIn post](#)

Design lead of Zairza, the Technical Club and led 30-40 juniors into the world of design.

Skills

- Figma
- XD
- Procreate
- Adobe Illustrator
- Blender
- Adobe Photoshop
- Spline

Experience

Infomanav

Web/App Designer (Full Time) • Dec 2022-Present (1 yr 1 mo)

Worked on designing a versatile performance metrics app for HDFC, catering to users at all levels. Through iterative design, cross-functional collaboration and repeated feedback, I ensured an intuitive and visually appealing interface employing a comprehensive design system that aligned with HDFC's brand guidelines.

Redesigned the user interface of a leading recruiting assistance firm aligned with current design trends and the company's brand guidelines, collaborating closely with stakeholders. I translated their vision into a visually compelling and responsive design.

91media

UI/UX Design Intern • Feb 2022-Jul 2022 (6 mos)

Key contribution in redesigning the User Interface and experience of a Pharmaceutical Lab CRM tool reducing their effort and time on data entry and easing their access to user and license data.

Redesigning some of the full fledged website UI for better effectiveness.

Contributed with creatives for branding and digital marketing.

Foreignadmits

UI/UX Design Intern • Dec 2021-Jul 2022 (6 mos)

Designing completely responsive websites and landing pages for different webinars and scholarships. Finalising the websites and developing those UI through swipepages.

Graphic Design Intern

Nov 2021-Dec 2021 (2 mos)
Understanding the internal brand and designing the company's brochure with live stakeholders review. Designing pitch decks, posters and other graphic templates with the content and marketing team. Collaborated with other designers on developing concepts, creatives and blogs for students.

Wisbox

UI/UX Design Intern • Mar 2021-Nov 2021 (9 mos)

Working hand in hand with the stakeholders, finalising the flow, UI and experience of the product. Designing the company's logo, colour palette, brand assets . The whole process offered meaningful insights about new market trends, technologies and importance of iterations.

Project

Iconography

Designing a complete icon pack on the theme of "college life" which led to improvised understanding on icons and their use.

Ayustha : UI/UX Project

This project aims to improve consumer health awareness by addressing the confusion caused by the proliferation of natural and organic products. The ongoing COVID-19 pandemic has heightened health concerns, making informed choices even critical.

BBT : UI/UX Redesign Project

Redesigning the current website of BigBoyToyz as an attempt to increase the sales of the organisation by improving the buying and selling experience of the user.