SUBHASHREE HOTA

GRAPHIC DESIGNER | VISUAL ARTIST | UI/UX DESIGNER

PROFESSIONAL SUMMARY

Creative and results-driven designer with 2.5 years of experience at Aveti Learning, specializing in Graphic Design, Visual Design, and UI/UX. Skilled in creating visually engaging designs and user-friendly interfaces while maintaining consistent brand identity across digital platforms. Proficient in Adobe Creative Suite, Figma, and Sketch, with strong collaboration skills to deliver seamless user experiences.

WORK EXPERIENCE

Graphic Designer, Visual Artist & UI/UX Designer
Aveti Leaning, Bhubaneswar, Odisha
Feb/2023 – Present

- UI/UX Design & Prototyping: Created wireframes, prototypes, and high-fidelity mockups for web and mobile platforms using Figma and Adobe XD. Conducted user research and testing to enhance UX across devices.
- Graphic & Visual Design: Designed digital assets, including social media visuals and advertisements, boosting brand visibility. Created icons and illustrations to support UI/UX and branding efforts.
- Branding & Visual Consistency: Developed brand guidelines and led logo redesigns, ensuring a modern, cohesive brand identity across platforms.
- Cross-Functional Collaboration: Worked with developers and product teams to implement designs, managing multiple projects and meeting deadlines in Agile sprints.
- Client Interaction: Presented concepts to clients, gathering feedback and refining designs to align with business goals and brand specifications.

SKILLS

- Empathy Mapping
- Wireframes & Prototypes
- Visual & UI UX Design
- Human Computer Interaction (HCI)
- User Research & Usability Testing
- User Flow & Mockup
- Information Architecture
- HTML, CSS
- Design Thinking
- Time Management
- Empathy
- Adaptability
- Problem-Solving
- Digital Illustration
- Critical Thinking
- Presentation
- Collaboration
- Attention To Detail
- Graphic Design
- Fine Art
- Colour Theory

SOFTWARE & APPLICATIONS

- Figma and Figjam
- Adobe XD
- Adobe Creative Suite
- Sketch

ACADEMIC HISTORY

- Bachelor Degree in Visual Arts
  Utkal cultural University, Bhubaneswar, Odisha
- Graduation Date: April/2023
  Advance Diploma in Animation & Multimedia
  Kalinga Univercity
  Session: 2022-23

CERTIFICATION

Google UX Design Professional Certificate
Coursera

ADDRESS

+91 6372287441
subhashreesubhahota@gmail.com
Bhubaneswar, Odisha