SHRAMANA DAS

Associate UX/UI Designer

www.shramanad.com

shramana.115@gmail.com

+91-76870-82548

https://www.linkedin.com/in/
shramana-das/

Experience

UI/UX Design Intern - Cactus Communications

Jan'24 - Present, Mumbai (Remote)

Designed landing page for Academic and Non-Academic Translation services by conducting **competitive benchmarking**, **problem mapping**, and applying insights to craft **user-centered layouts**

Developed **visual assets** (icons, illustrations) aligned with the brand's visual identity and tailored to specific service offerings

Led **end-to-end UX research and UI design** for the **EOS Dashboard Walkthrough**, including user flows, wireframes, and prototype iterations

Created **wireframes and interaction flows** for key user touchpoints, including the **Editor's Profile**, **Order Completion Page**, and **Consumer Feedback Page**, incorporating feedback from multiple brainstorming and ideation sessions

Produced **campaign visuals**, including **emailers and social media banners**, to support festival-based promotional initiatives, ensuring alignment with overall brand strategy and seasonal messaging

Executed the **UX revamp of service pages** and **hero banners**, localizing experiences to meet specific design and content expectations of stakeholders from **Japan, Korea, and China**

Collaborated with the **Korean Institute of Chemical Engineers** to design a **mobile bridge landing page** for the **Spring Campaign**, balancing stakeholder objectives with user experience best practices

Redesigned the **service section of the landing page with user-centered interaction flows** based on key touchpoints, revamped **pricing page** wireframes, and conducting **A/B testing** to validate design decisions

UX Research Intern - HT Media Labs

Feb'23 - Sept'23, Noida (Hybrid)

Conducted user research and competitive analysis to redesign content discovery for a one-stop OTT app, including mobile wireframes

UI Design Intern - Next mile co

June'22 - Aug'22, Mumbai (Remote)

Redesigned the company's mobile website for improved usability and visual appeal, created gamified stakeholder communication tools, and crafted engaging visual content to boost brand interaction

Education

Masters in Experience Design

National Institute of Fashion Technology, New Delhi (2021 - 2023)

Masters in English Literature

Netaji Subhas Open University, Kolkata (2018-2020)

Skills

User Research

Wireframing

User Interface Design

Visual Design

Localization

Stakeholder Collaboration

Responsive Design

Prototyping

A/B Testing

Tools

Figma

Adobe Photoshop

Hotjar