Amrita Kar

UI/UX Designer

Creating meaningful experiences through research, empathy and design

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WORK EXPERIENCE

5centscdn, Canada / UI/UX Designer/ Full-time/ Remote

April 2023 - April 2024

Project: CDN Dashboard design and website design

- Work and coordinate with the Product designer.
- Develop UI mockups and prototypes in Figma that clearly illustrate how dashboard function and look like.
- Designed and delivered wireframes, mockups and hi-fidelity Figma prototypes for website landing pages.
- Create original icons and illustrations.
- Brainstorm ideas with design team using Figjam.
- Create questionnaire and Google form for user survey to gather feedback.
- Design infographics, whitepaper, blog graphics, case studies, newsletters.

Growify Digital, New Delhi / UI Designer

Nov 2022 - March 2023

- Create wireframes and mockups for fashion e-commerce websites.

APEX Global Learning, Philippines / UI/UX Design Intern

Feb 2022 - Nov 2022

Project: Redesigning the APEX Global Learning website.

- Work and coordinate with the Business Unit Head
- Conducted stakeholder interviews to gather and evaluate user requirements.
- Created personas, user journey maps to empathize with the user.
- Illustrate design ideas using process flows, and sitemaps
- Create a new color palette and design guide.
- Develop UI mockups and prototypes in Figma that clearly illustrate how sites function and look like.
- Prepare and present rough drafts to internal teams and Business unit head.
- Conduct design reviews and layout adjustments based on feedback from stakeholders.
- Work with developers in the design implementation stage.
- Design social media posts, infographics, ebooks and brochures.

Know more about my work at www.amritakar.com

EDUCATION

Springboard

UI/UX Design Career Track Course , 2020-2021

9 month intensive course in UI/UX methodologies and technologies. : 700+ hours of hands on courses, with 1:1 expert mentor oversight, and completion of 3 in depth portfolio projects.

Arena Animation, New Delhi

Arena Animation International Program- Advanced Animation

2014 - 2017

Guru Gobind Singh Indraprastha University, New Delhi

Bachelors in Mass Communication

TOOLS

- Figma
- Photoshop
- Illustrator
- After Effects
- Canva
- Basecamp
- Posthog
- Microsoft Clarity
- Google form
- HTML
- CSS
- Javascript

SKILLS

Design : • Wireframes & mock ups • Style guides • Infographics • iconography • Illustration & UI graphics

Research : User Interviews • Surveys • Competitor research • Persona • User journey map • Information Architecture • Usability Testing

Prototyping : Prototyping using Figma.

Tools : Figma • Photoshop • Illustrator • Indesign • HTML • CSS • Javascript