



# SUDESHNA DAS

Creative Visual, UI/UX Designer and Architect

## CONTACT

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## SUMMARY

7+ years of experience as a creative and results-driven Designer with a proven track record of delivering captivating designs and leading cross-functional teams. Skilled in conceptualizing and translating ideas into visually stunning solutions that align with brand objectives. 3+ years of experience in leading and managing projects from inception to completion, fostering collaborative environments, and exceeding client expectations. Passionate about staying current with design trends and implementing innovative approaches to drive business growth.

## WORK EXPERIENCE

### Lead Designer

March 2021 - Present

#### Scentcraft Custom Fragrance (Rome, Italy)

- Directing a team of 8 designers, guiding them throughout the design process while utilizing Adobe Creative Cloud, and ensuring all project requirements were met with 100% accuracy.
- Applying advanced UI/UX skills, conducted A/B tests on landing pages, and coordinated with developers for a consistent design, resulting in a 15% increase in checkout rates.
- Establishing strong relationships with influencers, and effectively gathering their design specifications for labels, personalized landing pages, and content creation led to an estimated 30% increase in brand visibility and customer acquisition & retention.
- Collaboratively designing the website interface, launch pad page, and dashboard using Figma, while producing engaging videos with Adobe Premiere and CapCut for enhanced user interaction, producing ~ €25,500 increase in sales profit during the 2022 fiscal year.

### Packaging Designer

June 2020 - Present

#### House of Ayurveda (New Delhi, India)

- Leading cross-functional teams, including marketing, product development, and regulatory compliance, to ensure packaging designs meet brand guidelines and legal requirements with 100% accuracy.
- Conducting thorough market research to identify prevailing design trends, developing packaging with reduced production costs by 5%, ensuring affordability, and outperforming competitors in the market.
- Crafting compelling labels and box prints by utilizing Adobe Illustrator and Adobe Photoshop, creating visually enticing packaging, resulting in a 17% upswing in product sales on Amazon India.

### Brand Designer

October 2021 - December 2021

#### EVOKE By KA (London, United Kingdom)

- Spearheaded the redesign of company assets by utilizing a vibrant color palette to refresh the brand identity, aiming to boost visual appeal, leading to a 14.5% increase in brand recognition.
- Designed a series of Nordic-inspired icons, packaging materials, and card illustrations and layouts utilizing Adobe Illustrator, Adobe Photoshop, and Adobe Indesign, creating a unique brand experience and fueling a 30% increase in customer engagement on the website.
- Owned the end-to-end printing process, meticulously overseeing each stage from initial concept to final production, ensuring precise color accuracy, and implementing rigorous quality control measures, to maintain consistent brand identity.
- Produced final products that not only exceeded client expectations but also gained positive feedback through testimonials, social media shares, and customer referrals.

### Architectural Intern

December 2017 - June 2018

#### Rukshan Widyalandkar Pvt. Ltd. (Colombo, Sri Lanka)

- Produced detailed construction drawings using AutoCAD, demonstrating proficiency in drafting techniques to generate comprehensive project documentation, while also developing 3D models and realistic renders using SketchUp and Vray, enhancing visualization and facilitating effective communication with clients and project stakeholders.
- Applied cost estimation skills and prepared detailed Bills of Quantities (BOQs) for hospital counters, conducting a market study for materials, resulting in an 11.3% cost reduction (from €93,500 to €82,599.57), achieved through efficient resource allocation and strategic procurement strategies.
- Collaborated with architects and engineers to address design challenges and improve project efficiency, contributing to the successful and timely completion of hospital projects within a budget of €210,000 (1€ ≈ 335.35LKR).

### Graphic Design Internship

June 2017 - July 2017

#### Black Forest India (New Delhi, India)

- Executed innovative design strategies and utilized visual communication skills to captivate the target audience, yielding in captivating them deeply into the fiction line.
- Developed visually compelling book covers alongside the design team by strategically selecting typography, illustration, and layout using tools like Adobe InDesign, Adobe Illustrator, and Adobe Photoshop, aiming to effectively convey the desired theme, resulting in the sale of nearly 3000 copies of the novel within the subsequent 6 months.

### Graphic Design Internship

May 2017 - June 2017

#### WRITM (New Delhi, India)

- Partnered seamlessly with cross-functional teams to create compelling web content, crafting engaging graphics that ensured brand consistency across all platforms, ultimately leading to a 12% increase in brand visibility and user engagement.
- Implemented innovative social media campaigns with the team, utilizing design tools such as Canva and Adobe Creative Suite to boost online engagement, yielding a 2,000-follower (approximately) increase within one month.

## EDUCATION

- **Master of Furniture Design (MDes)** January 2022 - Resuming in 2025  
Florence Institute of Design International (FIDI)  
(Florence, Tuscany, Italy)
- **Master of Graphic Design (MDes)** January 2020 - December 2020  
Florence Institute of Design International (FIDI)  
(Florence, Tuscany, Italy)
- **Bachelor of Architecture (2019)** August 2014 - May 2019  
School of Planning and Architecture (SPAV)  
(Vijayawada, Andhra Pradesh, India)

## SKILLS

- **Design**  
Graphic Design, Visual Design, Branding and Identity, Brand Design, Packaging Design, Illustration, Art Direction, UX/UI Design, Prototyping and Wireframing
- **Core Competencies**  
Creative and Innovative Design, Adaptability and Flexibility, Attention to Detail, Leadership, Project Management, Team Building, Collaboration and Communication, Critical Thinking, Time Management, Conflict Resolution, Client Collaboration
- **Creative/Editing Software**  
Adobe Creative Suite, Adobe Creative Cloud, Illustrator, InDesign, Photoshop, Lightroom, Animate, After Effects, Premiere Pro, Media Encoder, CapCut, Procreate, Canva
- **Website Design**  
Figma, Adobe XD, Wordpress, Elementor, Instapage
- **Technical Software**  
AutoCAD, Google Sketchup, Rhinoceros, 3DS Max, Lumion, Vray

## EXTRACURRICULARS

- **Leader for the LIK Trophy** January 2017  
**School of Planning and Architecture (SPAV)**  
**(Vijayawada, Andhra Pradesh, India)**  
Directed a team of 30 students for the LIK Trophy project, aiming to create 20 A1 handmade sheets with intricate line hatching and dot rendering. Our focused efforts led to completing all materials within just 13 days, earning recognition from the professor and approval for national competition submission.
- **Sports Secretary** August 2017 - December 2017  
**School of Planning and Architecture (SPAV)**  
**(Vijayawada, Andhra Pradesh, India)**  
Guided and oversaw all inter and intra-college tournaments, meticulously managing budgets and adhering to financial constraints to foster friendly relations with other colleges and sustain student enthusiasm. This led to a successful quarter with all activities staying within 8% or less of the allocated budget.
- **Head of Ground ZERO** August 2018 - May 2019  
**School of Planning and Architecture (SPAV)**  
**(Vijayawada, Andhra Pradesh, India)**  
Orchestrated all cultural events at the university, managing budgets, and organizing inter and intra-college events. This endeavor resulted in enhanced relationships with other colleges and highlighted both established and emerging talents, while maintaining strict adherence to budget limitations, leading to prosperous events.

## LANGUAGES

English, Italian, Hindi, Bengali, Marathi

## ACHIEVEMENTS

- **TerraViva: Logo Design Competition (2023)**  
Honourable Mention
- **TerraViva: Hybrid Co-Working Space Design (2023)**  
Finalist
- **ANDC (2015, 2016)**  
Listed in Top 20 and Top 60 respectively
- **Ethos India IGBC Design Competition (2015)**  
Listed in the Top 50

## CERTIFICATION

**Council of Architecture (COA)**  
**Registered Architect, India (2019)** -  
Credential ID CA/2019/110876

## WORK PERMIT

Possesses a valid **Italian Working Permit (Permesso Di Soggiorno Lavoro Subordinato)**, facilitating both on-site and remote employment opportunities within Italy, as well as remote employment from any location worldwide.

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