

# Amrita Kar

## UI/UX Designer

Creating meaningful experiences through research, empathy and design

amritakar784@gmail.com

+91 8799770494

[www.amritakar.com](http://www.amritakar.com)

### WORK EXPERIENCE

#### 5centscdn, Canada / UI/UX Designer

April 2023 - November 2024

- 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.

#### APEX Global Learning, Philippines / UI/UX Designer

Feb 2022 - March 2023

- 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.

### TOOLS

- Figma
- Framer
- Zeplin
- Spline
- Photoshop
- Illustrator
- After Effects
- Indesign
- Canva
- Basecamp
- Posthog
- Microsoft Clarity
- Userback

### 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.

### EDUCATION

#### Springboard

UI/UX Design Career Track Course , 2020-2021

9 months 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