

# PUJA HALDER

## UX Designer

I am a UX Designer with 3+ years of experience, designing clean and functional projects across all platforms and devices in response to specific briefs, while maintaining a unique design style. Experienced in creating surveys to determine ease of use on various platforms, giving innovative solutions within the limitations of the project.

## Experience

### Freelance Design Consultant

JAN 2024 – PRESENT

#### Echidna / UX Designer

JULY 2021 – DEC 2023 (BENGALURU, KARNATAKA)

As a UX designer at Echidna which is an ecommerce agency, I got the chance to work on various projects. Worked closely with CXO and other Co-Founders. Created cohesive style guides, identified design problems and devised elegant solutions to enhance user experiences. Communicated with clients about visual presentations and design solutions. Collaborated with the technical team to balance design and technical concerns in design.

#### Letsflyby / UX/UI Designer

AUG 2020 – JUN 2021 (BENGALURU, KARNATAKA)

Work closely with the Co-Founders to create the design of the chrome extension, main application, and work closely with the developer to develop the UI. Also helped in taking decision on UX and the App workflow.

#### OfaFitness / UX/UI Designer

APR 2021 – JUN 2021 (REMOTE)

Designed the fitness app from scratch. Developed high-fidelity wireframes, information architecture, UI design, clickable prototypes, conducted usability tests and designed some illustrations also.

#### YOURSOWN / UX Designer

SEP 2018 – APR 2020 (BHUBANESHWAR, ORISSA)

Designed high fidelity mockups for an onboarding flow on a mobile app that helps students managing their day to day academic activities in college, Work closely with the React Native developer to implement changes.

### Video Editor And Manager / Nilkanta Halder – The Indian Gardener

JUN 2018 – OCT 2021 ( DURGAPUR, WEST BENGAL)

Edit video content for a Youtube channel and a Facebook page, named Nilkanta Halder – The Indian gardener. This youtube channel has 920k subscribers and the Facebook page has 290k followers. I am also managing the entire channel. These channels are all about gardening and DIY/Craft related content.

### Other Experience

I am an Artist and have done a lot of exhibitions, know oil pastel, drypastel, watercolour, acrylic, oil and wash paintings.

Have some experience in clay work and did an exhibition also. I have learned digital art by myself and did many digital arts too.


 [pujahalder.wixsite.com/portfolio](http://pujahalder.wixsite.com/portfolio)

 [linkedin.com/in/pujahalder](https://www.linkedin.com/in/pujahalder)

 [behance.net/halderpuja](https://www.behance.net/halderpuja)

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## Skills

- UX Research
- UI/Interaction Design
- Information Architecture
- Content Strategy
- Prototyping
- Wireframing
- User Flows
- Usability Testing
- User interface Design
- Illustration
- Digital art
- Painting
- Video editing
- HTML
- CSS
- Java Script

## Tools

- Figma
- Framer
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Procreate
- Autodesk Sketchbook
- Visual Studio Code
- Framer
- Jeplin
- Keynote
- Jira
- Basecamp
- Zoho
- Gimp
- Adobe Premiere Pro
- Hitfilm Express

## Education



**Durgapur Women's College**

B.A.(Hons) Bengali Literature