

Joy Sengupta, Graphic, Web and UI/UX Designer

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LINKS

[Portfolio](#), [LinkedIn](#)

PROFILE

Experienced UI/UX and Senior Graphic Designer with a demonstrated history of delivering impactful visual solutions. Expertise spans brand implementation, marketing collateral design, and UI/UX leadership. Proven track record in driving engagement, enhancing user experiences, and achieving tangible business results. Adept at collaborating cross-functionally to meet diverse design objectives.

SKILLS

Proficient in Design Tools (Photoshop, Illustrator, InDesign, Figma, XD)	Knowledge of print production processes and specifications
UI/UX Design Expertise	Familiarity with web design principles and best practices
Strong understanding of typography, color theory, and composition	Excellent communication and presentation abilities
Experience in branding and identity design	Ability to adapt to emerging design trends and technologies
Design engaging marketing assets tailored for diverse platforms.	

PROFESSIONAL EXPERIENCE

Apr 2024 — Present

Senior UI/UX and Graphic Designer, Mobikasa

Delhi

- Optimized website performance to ensure fast page load speeds
- Developed a mobile-friendly website that increased mobile traffic by 30%

Dec 2019 — Feb 2024

UI/UX and Senior Graphic Designer, Pentair Pvt. Ltd.

Noida

- Collaborated with Marketing team to conceptualize and produce visually compelling assets, ensuring alignment with brand guidelines.
- Designed diverse marketing collateral for digital platforms, newsletters, social media, and event promotions, maximizing outreach across various channels.
- Supported Sales department by crafting bespoke materials to enhance client presentations and proposals, driving conversion rates.
- Orchestrated brand integration initiatives spanning global business units, ensuring uniformity and fidelity to brand standards.
- Crafted captivating marketing graphics for both digital and print media, effectively communicating key messaging to target audiences.
- Partnered with marketing teams to ideate and execute campaigns that fostered audience engagement and advanced organizational objectives.
- Developed wireframes and mockups for UI/UX concepts, collaborating seamlessly with development teams for seamless implementation.
- Guided UI/UX teams in the design of web and mobile app interfaces, prioritizing customer preferences and brand identity guidelines.
- Engineered a comprehensive redesign of flagship product, yielding a notable 25% surge in user engagement and a 15% increase in customer satisfaction.
- Executed A/B testing protocols and meticulously analyzed user behavior data to drive iterative design enhancements.
- Demonstrated adeptness in devising innovative solutions to intricate design challenges, consistently delivering superior results.
- Adapted design concepts seamlessly across diverse media formats, encompassing web, social media, print, and video platforms.
- Fostered collaborative relationships with cross-functional teams to ensure design deliverables effectively fulfilled business objectives.

Jun 2019 — Nov 2019

Brand Visualizer (Senior Graphic Designer), On Purpose Pvt. Ltd.

Delhi

- Provided branding services for clients such as Micelio, Lighting Logistics, Central Square Foundation, and others

- Managed social media accounts, ad campaigns, app development, and website design
- Collaborated with software engineers to create final animations for integration into game compilations
- Presented mockups to clients and gathered feedback for adjustments
- Produced digital image files for both digital and traditional printing methods
- Mentored junior designers and offered design guidance to enhance overall team performance

Apr 2015 — May 2019

Art Director - Graphic and Web Designer, NFX Digital Pvt. Ltd.

Delhi

- Led creative direction and design for various collaterals across multiple formats, ensuring alignment with brand guidelines and business objectives.
- Produced strategically sound conceptual work, from rapid prototyping to post-production, delivering high-quality output on time and within budget.
- Stayed abreast of industry trends and advocated for innovative design approaches within the team and with clients.
- Provided mentorship and support to junior team members, fostering a culture of creativity and excellence.
- Managed multiple creative projects simultaneously, prioritizing deadlines and effectively coordinating with stakeholders.
- Designed visually appealing graphics for digital and print media, including websites, social media posts, brochures, and advertisements.
- Collaborated with marketing team to develop concepts and ideas for design projects.
- Designed compelling marketing graphics, including digital and print materials, that align with brand guidelines and effectively communicate key messages.
- Incorporated feedback to refine designs and ensure alignment with brand guidelines.
- Stayed updated with industry trends and best practices in graphic design.

Sep 2014 — Dec 2014

Graphic Designer (Internship), From Here On Communication

Delhi

- Assisted in the creation of visual content for marketing campaigns and promotional materials.
- Contributed to brainstorming sessions to develop innovative design concepts.
- Provided support in various design tasks including photo editing, layout design, and typography.
- Acquired proficiency in Adobe Creative Suite and other design software through hands-on experience.
- Created a significant portion of social media visuals and advertising campaigns for clients

EDUCATION

Apr 2000 — Mar 2012

Venkateshwar International School

New Delhi, India

Sep 2012 — Apr 2015

Advertising & Graphic Design, Wigan & Leigh College

Wigan, UK

LANGUAGES

English

Native speaker

Bengali

Native speaker

Hindi

Native speaker