



SAMEEKSHA PATHAK

UI/UX Designer | Graphic Designer

I combine skills in visual design, user experience, and digital technology to create user-friendly products to deliver engaging and successful digital experiences to users.

CONTACT

Portfolio link:
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+91 9621443970

Based in:
Gurugram

EDUCATION

Diploma in Fine Arts | 2018
National Institute of Fine Arts, Gurugram

B.Sc. in PCM. | 2014
Bundelkhand University, Jhansi, UP

CERTIFICATION

Design for the 21st century with Don Norman
Interaction Design Foundation (IxDF)
Credential ID: 144416-2023-848959

Accessibility: How to Design for All
Interaction Design Foundation (IxDF)
Credential ID: 144416-2023-850952

User Experience: The Beginner's Guide
Interaction Design Foundation (IxDF)
Credential ID: 22042-2019-78465

Mobile UX Design
Interaction Design Foundation (IxDF)
Credential ID: 144416-2024-86685

SKILLS

Software	Skillset
<ul style="list-style-type: none">IllustratorFigmaAdobe XDPhotoshopInDesignAfter EffectsAdobe Creative Suite	<ul style="list-style-type: none">Design Research & StrategyUI/UXAccessibilityUsability testingPrototypingWireframesUser-centered Design

EXPERIENCE

Dec 2023 - Till Date
ERICSSION
M&C DESIGN PROFESSIONAL | GURUGRAM

In my role, I led communication with internal marketing and communication designer at Ericsson, understanding briefs, analyzing audiences, and creating compelling illustrations and storyboards. Proficient in hand-sketching and Illustrator, I contributed creatively to brainstorming sessions, enhancing visual designs and addressing client challenges. Collaborating with my team, I played a key role in developing comprehensive solutions.

Nov 2020 - Dec 2023
MERCER | METTL
SENIOR DESIGNER | GURUGRAM

As a dedicated UI/UX and graphic designer in this organisation, I've honed my skills in a variety of creative fields, from website and illustration design to social media content, e-books, digital campaigns, events, paid ads, storyboards and presentations. With a keen eye for visual aesthetics and a deep understanding of user experience principles, I strive to create visually compelling and intuitive designs that enhance the overall user journey. My ability to work effectively with cross-functional teams and adapt to evolving project requirements has consistently resulted in successful and effective design solutions.

Jul 2018 - Nov 2020
SQUARE YARDS
GRAPHIC DESIGNER | GURUGRAM

As the graphic designer at a real estate company, through close collaboration with the marketing and sales teams, I develop innovative marketing campaigns, employing both digital and print mediums to engage prospective buyers and investors. By applying my expertise in layout design, typography, color theory, and composition, I produce visually captivating brochures, flyers, advertisements, social media graphics, and website elements.

Jul 2017 - Jun 2018
APS PLACEMENT SERVICES
TRAINEE GRAPHIC DESIGNER | DELHI

I assisted senior designers in creating various marketing materials, including brochures, flyers, and social media graphics, contributed to brainstorming sessions, and provided creative input for design projects.