YUKTI PODDAR

PRODUCT DESIGNER

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www.yuktipoddar.com

PROFILE

Specialized in creating seamless digital experiences, I blend creativity with user-centered principles to design interfaces that drive engagement and satisfaction. With a focus on user research, I ensure every decision is data-driven.

Let's collaborate to build impactful experiences together.

EDUCATION

BFA in Advertising & Digital Design

Fashion Institute Of Technology

New York / 2023 - 2025

Relevant coursework-
- Dynamic Branding
- Design Systems for UX and UI
- Digital Product Design
- Art Direction and Design

AAS in Communication Design

Fashion Institute Of Technology

New York / 2021 - 2023
- Graduated Summa Cum Laude
- Amy Locicero Extracurricular Service Award
- SUNY Chancellor Award for Student Excellence

SKILLS

Design

User Experience, Interaction Design, Product, Design, User Interface, Physical and Digital Prototyping, Wireframing, Low-High Fidelity Mockups, Motion Graphics

Research

User Interviews, User Testing, Information Architecture, Journey Mapping, User Flows, Quantitative Analysis, A/B Testing, Design Strategy

Software

Figma, Sketch, Ilustrator, Photoshop, InDesign, AfterEffects, Adobe XD, HTML/CSS, Webflow

Visual Design

Branding, Typography, Iconography, Web Design, Brand Guidelines, Design Systems

EXPERIENCE

Sparrow Vision / UX/UI Design Intern

New York / May 2024 - Present
- Developing and designing new app features, enhancing user interface and experience.
- Contributing to website and front-end design, establishing brand identity, and creating engaging app content, including videos and animations.
- Designing cohesive icons and system graphics to maintain a consistent visual language and user interface.

Blush Magazine / Junior Art Director

New York / August 2023 - May 2024
- Managed and led a team of 15+ designers, illustrators, and artists to produce visually stunning and cohesive publications.
- Collaborated with the editorial team to develop issue themes, conceptualized and commissioned graphics, collages, and illustrations, to support these themes and oversaw the overall layout and design of each issue which resulted in a 28% increase in reader engagement.

OneFourSeven / Design Intern

Delhi / June 2023 - August 2023
- Developed diverse visual concepts for clients, such as Mabel Jewelry and Forest Essentials. This involved designing various website elements, including banners, layouts, graphics, icons, and images, to enhance the overall user experience and brand presence online.
- Assisted in the redesign of OneFourSeven's existing website by successfully executing design elements on Webflow which contributed to a 32% increase in website traffic and a 11% boost in user engagement.

Furman Roth Advertising / Advertising Intern

New York / January 2023 - May 2023
- Collaborated with senior advertising and design teams to develop and implement creative campaigns for a diverse portfolio of clients, resulting in a 13% improvement in click-through rates and engagement metrics across various media platforms

TrainThem / UI Designer

Delhi / 2020
- Designed the UI using Figma by leveraging expertise in UI/UX design methodologies by conducting 15+ empathy interviews, building detailed personas, sketching wireframes, conducting extensive user testing with 20+ participants, and digitally executing the final design.

LEADERSHIP

Resident Assistant / August 2022 - Present

Cultural Fellow / August 2022 - Present

Member, Student Conduct Council / August 2023 - Present

Chief-of-Staff, Student Government Association / August 2022 - May 2023