

Sohini Pandit

Visual & Interaction Designer

As a Visual and Interaction Designer with an engineering background and global influence, I merge creative expression with structured thinking to craft experiences that are emotionally resonant, intuitive, and impactful. Whether I'm prototyping interactions or shaping narratives, I care deeply about how design feels, not just how it looks, and aim to make technology approachable, expressive, and purposeful. I advocate for bold, inclusive, human-centered design that drives engagement and brings clarity to complex ideas.

PROFESSIONAL EXPERIENCE

Visual & Product Designer – Codewalla LLC

New York, USA | Apr 2024 - Present

- Led the end-to-end development and creative execution of Codewalla's website in Webflow, taking full ownership post-handoff and transforming the new brand identity into a fully responsive 12+ page experience. Implemented 3+ custom landing pages, CMS functionality, and custom animations.
- Built a scalable modular design system that enabled a full site launch in under 6 weeks, streamlining design and development workflows for future rollouts.
- Served as lead liaison, collaborating with the CEO, internal stakeholders, and Hello Astro (brand identity partner) to align creative direction with business goals.
- Designed marketing campaign pages and brand assets including social media content, event banners, pitch decks, flyers, and business cards, contributing to a 27% increase in site traffic and 3.1K+ unique users during a four-week initiative.
- Mentored junior designers, led cross-functional feedback sessions, and conducted visual QA for brand consistency across deliverables.

UI Design Intern – Sage Group Technologies

New Jersey, USA | Aug 2023 - Apr 2024

- Served as the sole designer across multiple projects, producing sketches, wireframes, and high-fidelity UI designs in Figma.
- Redesigned outdated websites with an updated visual language and improved information architecture; developed interactive prototypes to enhance visual clarity.
- Created user journey maps and personas to support workflow analysis and streamline feedback to inform automation strategies and improve operational efficiency.

Design & Communications Assistant – University of Colorado Boulder

Colorado, USA | Apr 2022 - May 2022

- Collaborated with 35+ students and faculty to design visual assets for project showcases, social media, and marketing collateral while maintaining a consistent visual identity.
- Managed and created content for multiple university-affiliated social media accounts, increasing engagement and visibility for student events and academic initiatives.

Graphic Designer & Photographer – Independent Contractor


Goa, India | Jan 2021 - May 2021

- Designed logos, illustrations, and social media content to support visual presence and engagement for small businesses and events.
- Managed visual storytelling through social media content and event/product photography.

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EDUCATION

University of Colorado Boulder

Master of Science,
Creative Technology & Design

Aug 2021 - May 2023

Goa University

Bachelor of Engineering,
Electronics & Telecommunications

Jun 2015 - May 2019

LEADERSHIP

Graphics Director

Women in Computing, CU Boulder

Marketing Director

T9 Hacks, CU Boulder

Graduate Student Mentor

Graduate Peer Mentor Program, CU Boulder

Student Leader

Bold Leader, CU Boulder

SKILLS & TOOLS

Design

Product Design, Interaction Design, User Experience (UX) Design, User Interface (UI) Design, Visual Design, Creative Direction, Visual Storytelling, Wireframing, Prototyping, Brand Identity, Design Systems, Style Guides, 3D Design, Motion/Animation, Illustration, Game Design, Immersive Design, Conceptualization, Content Creation, Social Media Design, Photography, Videography

Technical Tools

Figma, FigJam, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Webflow, WordPress, Squarespace, Procreate, Canva, Spline, Blender, Unity, Rhino 3D, Rive, Miro, Jira, HTML, CSS, JavaScript, SwiftUI, P5.js

Research

User Research, Journey Mapping, Competitive Analysis, Market Research, Information Architecture, Social Media Strategy, Content Strategy