

Bidisha Nath

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SUMMARY

Strategic Digital Designer with 5 years crafting digital identities, user interfaces, marketing campaigns and product visuals across SaaS, fintech, healthcare, legal and consumer brands. Skilled in translating strategic concepts into cohesive visual systems, clear interfaces, and scalable brand guidelines. Experienced collaborating with founders, PMs, and engineering teams to deliver high-impact visuals, strengthen brand presence and support products serving 100K+ users.

PROFESSIONAL EXPERIENCE

OORA.life Sr. Digital Strategist

Dec 2024 - Oct 2025
Turin, Italy

- Led a team of four designers across brand, product, and UI initiatives, delivering cohesive visual systems for five enterprise platforms in fintech, legal, health, research, and immigration sectors.
- Delivered end-to-end experiences from concept to launch, strengthening brand coherence and visual clarity across multiple platforms.
- Partnered with founders and clients to shape product roadmaps and redesign the company website, improving narrative flow and brand presentation.
- Built scalable design systems and UI components, improving design consistency & reducing turnaround time by 30%.

Simplethicam Brand Designer Intern

June 2024 - Oct 2024
Turin, Italy

- Collaborated with founders to align brand and product design for early investor presentations.
- Designed the **brand identity and digital interface** for the website and AI-powered CRM platform.
- Created visual assets for the platform's first prototype and investor discussions.

NeenOpal Inc. Brand and Data Designer

June 2022 - Sept 2023
Bangalore, India

- Led end-to-end design for Mokkup.ai, a cloud-based SaaS platform, creating visual systems, UI layouts, prototypes, and user flows for both the marketing website and the product tool.
- Built scalable design systems and component libraries, improving brand consistency, color accessibility (WCAG) and visual alignment across teams working in an agile workflow.
- Partnered with PMs and the Design Lead on visual strategy, success metrics and iterative improvements.
- Designed interactive dashboards using Tableau and Power BI, translating complex datasets into clear and visually communicative interfaces.
- Supported the company's marketing and social media design, contributing to a stronger digital presence.
- Recognized as Employee of the Quarter twice for high-impact design contributions.

POV Brandcom Digital Designer

Jul 2021- May 2022
Mumbai, India

- Created web and platform interfaces and digital marketing assets for premium brands including Dhani, Roche, APGLP and Indiabulls.
- Ensured design consistency across product and marketing channels, improving digital engagement and strengthening visual clarity.

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Tsunami Studios
UI/UX & Motion Designer

Mar 2021- Jun 2021
Mumbai, India

- Designed web interfaces, motion graphics and ad campaigns for brands including Tesla, Maybelline and Maruti Suzuki.
- Developed micro-interactions and motion elements to enhance visual storytelling across digital platforms.

Elecbits Pvt Ltd
Product Design Intern

May 2020- Aug 2020
Delhi, India

- Created the brand identity, packaging and marketing collateral for Sachait, a B2C emergency-response product.
- Designed the website and app interface for the product's early launch phase, improving visual consistency and user clarity.

EDUCATION

Politecnico Di Milano | Masters, Strategic Design
Grade: 108/110

Sept 2023 - Jan 2025
Milan, Italy

Business Strategy, Innovation Sprint, Disruptive Innovation in AI & Big Data, Service Design, Design for User Experience, Entrepreneurship and Startup Development

Tata Institute of Social Sciences | Bachelors, Visual Communication Design
Grade: 8/10

July 2018 - July 2021
Mumbai, India

50% Merit-based Scholarship received in Semester 3
Silver Medal - Visual Communication Design graduation cohort (2021)

Design Thinking, UI/UX, Branding Identity & Packaging, Motion Graphics, Art Direction, Advertising & Print, Typography, Design History

TECHNICAL PROFICIENCY

Software technical skills: Adobe Creative Suite, Figma, Miro, FigJam, Framer, Webflow, Canva, Google Analytics, Generative AI (ChatGPT, Claude, Gemini, Notebook LLM, Figma AI, Figma Make, Lovable, Midjourney, Adobe Firefly)

Certificates: Corporate Innovation Sprint (Antwerp Management School, Brussels), Agile Project Management, GenAI for UX Designers (Coursera)

Language: English, Hindi, Bengali, Italian A2