

PRADUAN SAHA

PRODUCT DESIGNER (DESIGN + FRONT-END)

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PROFESSIONAL SUMMARY

UI/UX & Graphic Designer with 5+ years of experience across instructional design, content development, and user-centric digital experiences. Skilled in designing intuitive web and mobile interfaces, leading front-end visual overhauls, building scalable design systems, and translating complex ideas — including GTM and data-driven concepts — into clean, usable designs. Hands-on with Figma, wireframing, prototyping, and modern design workflows that support both business and user goals.

CORE SKILLS

UI/UX Design (Web & Mobile) · Wireframing & User Flows · High-Fidelity UI & Prototyping · Front-End Development · Responsive Web Design · Visual Design & Branding · Information Architecture · Design Systems · Accessibility & Usability · Multimedia & Interactive Content · Cross-functional Collaboration

Tools: Figma · Canva · WordPress · HubSpot · Microsoft Office · Audio & Multimedia Editing Tools · Design Collaboration Tools

PROFESSIONAL EXPERIENCE

InsightsTap Sep 2025 – Present · 10 mos

Kolkata, West Bengal, India

Graphic Designer · Full-time · On-site Feb 2026 – Present

- **Situation:** As InsightsTap scaled its GTM and AI-focused marketing, the brand needed visually impactful, consistent design across its digital channels. **Task:** Own brand-aligned creative that turns product and marketing ideas into engaging digital experiences. **Action:** Designed marketing visuals, UI layouts, and campaign assets, collaborating closely with cross-functional marketing, strategy, and product teams. **Result:** Delivered a cohesive visual identity that strengthened brand recognition and engagement across GTM touchpoints.
- **Situation:** Rapid campaign cycles demanded fast, on-brand creative without bottlenecks. **Task:** Turn stakeholder feedback into shipped designs while protecting timelines. **Action:** Built a quick-iteration workflow in Figma using reusable components and shared style references. **Result:** Cut creative turnaround time and raised feedback-to-final velocity while maintaining brand recall.

Graphic Designer · Internship · Remote Sep 2025 – Feb 2026

- **Situation:** Joined a B2B SaaS team launching GTM and AI-focused marketing initiatives that needed high-performing visual assets across channels. **Task:** Produce on-brand creatives, UI concepts, and marketing pages for LinkedIn, webinars, and landing pages. **Action:** Designed LinkedIn carousels, ad visuals, banners, pitch decks, and landing-page layouts in Canva and Figma, plus early UI concepts for marketing microsites. **Result:** Delivered 20+ creatives and wireframes that improved visual consistency and readability across GTM assets — earning a full-time conversion.

Learning Designer Nov 2021 – Sep 2022

Simplilearn · Remote · Bengaluru, Karnataka, India

- **Situation:** Professional certification courses needed engaging, structured learning experiences for upskilling learners. **Task:** Design end-to-end digital learning flows that improved engagement and comprehension. **Action:** Built modular learning modules with structured flows, multimedia assets, and user-centric navigation, partnering with SMEs to align outcomes with business goals. **Result:** Launched multiple certification modules with improved content structure, supporting higher learner retention and completion.
- **Situation:** Existing course layouts had usability gaps in navigation and information hierarchy. **Task:** Improve accessibility and flow of course content. **Action:** Applied user-centric design principles to restructure layouts, hierarchy, and interactive elements across courses. **Result:** Delivered usability improvements that made content easier to scan, navigate, and complete.
- **Situation:** Courses relied heavily on static text, limiting engagement. **Task:** Enhance course delivery with richer multimedia. **Action:** Produced and integrated audio/video assets using Microsoft Office and multimedia editing tools, plus interactive elements to support retention. **Result:** Created more engaging course experiences that better supported learning outcomes.

Content Developer Mar 2019 – Sep 2021

LeadsArk · Remote · Kolkata, West Bengal, India

- **Situation:** Marketing team needed visual content to improve SEO performance and time-on-page across blog and landing-page initiatives. **Task:** Design content and visuals aligned to user intent and engagement goals. **Action:** Created infographics, blog visuals, and marketing assets, and partnered with SEO teams on keyword research and SEO-friendly content structures. **Result:** Published a consistent stream of infographic-led content that improved clarity, brand recall, and on-page engagement.
- **Situation:** Complex topics were hard for readers to absorb in text-only formats. **Task:** Make information more reader-friendly and visually digestible. **Action:** Translated dense topics into clear layouts, visual hierarchies, and infographic formats. **Result:** Improved content clarity and reader engagement across marketing campaigns.

- **Situation:** Content across channels lacked a unified visual language. **Task:** Establish visual consistency across campaigns and channels. **Action:** Standardized layouts, typography, and visual treatments across content series. **Result:** Delivered a consistent brand look across marketing content, strengthening recognition.

PROJECTS

Frontend Development of InsightsTap Website Mar 2026 – Apr 2026

InsightsTap · "Intent Signals as a Service" · Remote · Team project

- **Situation:** The InsightsTap website needed a front-end refresh to communicate complex GTM (Go-To-Market) and intent-signal concepts while improving user engagement and site performance. **Task:** Lead the front-end development and visual overhaul to deliver a clearer, more usable web experience. **Action:** Translated dense GTM data concepts into a clean, component-based interface, building responsive layouts in Figma and implementing the front-end while aligning to brand guidelines and accessibility standards. **Result:** Shipped a redesigned, higher-performing website with improved engagement, navigation clarity, and overall site performance.
- **Situation:** Several contributors worked on the site in parallel, creating a risk of visual and structural inconsistency. **Task:** Maintain a unified, reusable front-end system across pages. **Action:** Built reusable UI components, typography scales, and shared style references, then applied them consistently across key pages. **Result:** Produced a cohesive, on-brand interface with consistent spacing, hierarchy, and styling that streamlined future updates.
- **Situation:** The project involved cross-functional collaboration across design and development. **Task:** Keep delivery fast and aligned within a multi-contributor team. **Action:** Partnered with fellow contributors on layout, component structure, and visual direction, iterating quickly on feedback to stay on track. **Result:** Delivered the overhauled site collaboratively with consistent quality and a shared design language.

EDUCATION

B.A. English (Honours) Aug 2018 – May 2021

Amity University, Kolkata

- Completed academic research comparing post-colonial perspectives across Derrida, Barthes, and Foucault.
- Active in the photography and event clubs; contributed visual and organizational support to campus events.

CERTIFICATIONS

Graphic Design Apr 2026

Adobe · Graphic design and visual hierarchy fundamentals.

Figma UI/UX Design Essentials Nov 2025

Udemy · UX & UI design essentials with hands-on Figma practice.

Complete Web & Mobile Designer: UI/UX, Figma & More Oct 2025

Udemy · End-to-end UI/UX for web & mobile — wireframing, prototyping, responsive layouts, and modern UI patterns.

WordPress 2026: The Complete WordPress Website Course Apr 2026

Udemy · Full-Site Editing (FSE), WordPress dashboard administration, and site building.

SEO Apr 2026

HubSpot Academy · On-page optimization, SEO auditing, and search best practices · valid through May 2027.

Vibe Coding Fundamentals Jun 2026

University of Colorado System · Prompt engineering and AI-assisted development — building applications with LLMs using natural language.

Claude Code in Action Jul 2026

Anthropic · Agentic coding workflows with Claude Code — context management, custom workflows, and hooks.

ADDITIONAL SKILLS

Teamwork & Communication · Time Management · Adaptability · Working Under Pressure · Project Management · Cross-functional Collaboration

LANGUAGES

English (Fluent) · Bengali (Fluent) · Hindi (Fluent) · French (Beginner)