ANINDA DAS

UI/UX DESIGNER | AI VISUAL DESIGNER | GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

UI/UX and AI visual designer with 1.5 years of internships. Sole graphic and UI/UX designer at FotoOwl, an AI photo platform with 200K+ users: shipped a new CRM product, two brand identities and 15 Play Store screens. I pair user-centered, cross-functional UX work with strong visual design, and use AI tools and prompt writing to move faster.

CORE COMPETENCIES

- UI design for web, mobile and responsive
- UX research and usability testing
- Wireframing and prototyping in Figma
- Information architecture and user flows
- Design systems and style guides
- SaaS product design and dashboards
- Visual design and visual hierarchy
- Brand identity, brand guidelines, mood boards
- Graphic design for print, social and campaigns
- Typography, color theory and grid systems
- Illustration, motion design and mascots
- AI design, AI visuals and prompt writing

PROFESSIONAL EXPERIENCE

Graphic & UI/UX Design Intern

FotoOwl, AI photo SaaS platform, Pune · **Mar 2026 – Present** · aninda.space/fotoowl · aninda.space/dugout

- Designed Studio CRM, a new product, end to end (dashboard, payments, mobile calendar) through to developer handoff.
- Rebuilt the brand as one reusable visual system (logo, palette, typography, layouts), created the owl mascot in 3D and motion, and reworked the website and 7 Play Store screens.
- Built the identity for Dugout, FotoOwl's sports-media sub-brand used by IGPL, T20 Mumbai and World Padel League: logo, 8 Play Store screens, the web app's media library and 30+ launch pieces.
- Designed campaigns, social posts, rollups, merch and the expo stand with marketing and sales, using AI tools for concepts.

UI/UX Design Intern

Sumvaik Consulting Agency · **Aug 2025 – Feb 2026**

- Redesigned 7 client websites (protein brand, personal brands, digital and marketing agencies) for usability and accessibility.
- Ran UX research and presented the insights that guided clients' design decisions.
- Mapped user flows and built wireframes and interactive prototypes with client stakeholders.

Visual & Graphic Design Intern

Balance Is The Key, Pune · **Aug 2023 – Nov 2023** · aninda.space/vow

- Named Vow!, Pune's largest upcoming family game zone (name adopted by client); designed its logo and 2D/3D mascot.
- Designed 3 themed zones and environmental graphics across 6 attractions; the client chose the final design to build.
- Delivered 25+ designs, from staff uniforms and merch to launch billboards.

PROJECTS

First Step · AI hiring platform for freshers and startups · **2026**, solo project

Benchmarked 8 competitors, surveyed 21 people and interviewed freshers, HR and founders; built 4 personas, journey maps and information architecture for 3 user roles; prototyped 27+ screens in Figma and usability-tested them. aninda.space/firststep

MediVerse · VR training platform for medical students · **2026**, team of 3

Surveyed 22 students and interviewed experts; defined personas, the site map, user flows and VR comfort rules; designed the high-fidelity VR UI and prototype. Usability tests: 100% task completion, 6.58/7 average ease. aninda.space/mediverse

Explore Ease · Travel and safety app for Android and iOS · **2025**, 6 weeks

Ran interviews, competitive analysis, 4 personas, card sorting and information architecture; created the brand, design system and 50+ high-fidelity screens with a one-tap SOS flow; tested with 4 travellers. aninda.space/exploreease

EDUCATION

Bachelor's in UI/UX Design · MIT World Peace University, Pune · **2022 – 2026**

Diploma in Commercial Arts · Bombay School of Arts, Mumbai · **2020 – 2022** · branding, illustration, packaging

TECHNICAL SKILLS

- **Design:** Figma, Illustrator, Photoshop, Canva, Framer
- **Methods:** design thinking, personas, journey maps
- **AI:** ChatGPT, Claude, Gemini, Higgsfield, Lovable, Lovart
- **Languages:** English, Hindi, Marathi, Bengali