

Druhin Tarafder

contact@druh.in | <https://druh.in> | Kolkata, IN ~ Worldwide, Remote

EXPERIENCE

Skills Union

Product Designer, Growth / Marketing

Aug 2021 – Present

Fulltime - Remote

- Worked closely with the PMs to identify, iterate and implement the most effective solutions.
- Redefined the brand, its core identity, and design values.
- Designed and established a comprehensive design system for the web and a style guide that can be applied across all of SkillsUnion's future design initiatives.
- Worked with the Content team to manage and modify multiple web projects on Webflow.
- Worked closely with the Dev team to ensure that we had as little friction as possible in handoffs and QA sessions.
- Redefined the content structure of our new site alongside the content team to maximize conversion & user engagement.

breakthru.

Founder / Designer

Jan 2018 – Present

Freelance - Remote

- Leading and managing a team of 5 in-house coders and designers.
- Working on a broad range of cross-media projects involving branding, illustration, UI Design, UX Research, and Web Development for early-age startups and academic institutions.
- Maintaining a 98.5% client satisfaction score for the last 4 years.

Stamurai

UX Designer, Growth / Web

Apr – Jul 2020

Internship - Remote

- Designed a responsive landing page from scratch, alongside assets (from wireframes to pixel-perfect mockups).
- Worked closely with PMs and Devs to iterate and deploy new features.
- Simplified the content structure to increase the conversion rates, alongside a 200% increase in organic page views.
- Increased the Daily User engagement by 166% and reduced the website bounce rate by nearly 77% within 3 months.

Arbor Research

UX Designer, Web

Feb – Mar 2020

Internship - Remote

- Designed a web e-commerce platform from scratch.
- Created a mobile-first responsive user interface while still establishing consistent desktop interaction patterns.
- Collaborated with the dev and data team to implement and deploy new features for the e-commerce platform.

KeralaOnRoad

UX Designer, Mobile

Sep – Nov 2019

Internship - Remote

- Reiterated and redesigned the previous mobile onboarding experience based on the newly defined brand identity.
- Collaborated with the backend team to implement and deploy new features for the old landing page.
- Improved daily user engagement by 35% within a month by simplifying the content structure.

EDUCATION

University of London

BSc Computer Science, Specializing in User Experience Design
Current GPA - 4.0

2021 – 24

Undergraduate

Georgia Tech
Human Computer Interaction
Grade - 95%

2020
Professional Certificate

- Understood the fundamental guidelines and different heuristics of UI design alongside the various stages of the design process.
- Studied the application of modern frameworks, methodologies, and theories such as the Agile Method, Universal Design, Activity Theory, and Value-Sensitive Design.
- Learned about HCI and its use cases for VR, AR, wearables, context-sensitive interfaces, and social computing.

UC San Diego
Interaction Design
Grade - 98.83%

2020 – 21
Coursework

- Learned how to process design ideas efficiently and model them quickly using effective prototyping techniques.
- Understood the principles of visual design, perception, and cognition that inform effective interaction design.

IxDF
Interaction Design
Grade - 100% | Distinction - Best in Class

2019 – 20
Certificate

- Mastered the way into designing interfaces based on mobile usability.
- Worked on Personas - Task modeling, etc.

SKILLS & TECH

- **Design:** Concept Sketches, Low & High fidelity Wireframes, User Flows, User Personas, Empathy maps, Sitemaps / Information Architecture, Rapid Prototyping, UI Animations, Style guides, etc.
- **Research:** Heuristic Evaluation, Usability Testing, Competitive Analysis, Qualitative - Quantitative Research, Hypothesis Testing, A/B testing, Guerrilla Testing, User Interviews, Surveys, Cognitive walkthrough, etc.
- **Tech:** HTML, CSS, JavaScript, Figma, XD, Sketch, Adobe Creative Suite, Protopie, After Effects, Github, Webflow, Readymag, Zeplin, Notion, Figjam, Miro, Asana, Monday.com.

AWARDS & HONORS

- **Awwwards:** Honors x2
- **Awwwards + Google:** Mobile Excellence x2
- **CSSDA:** Best UX Design x2
- **CSSDA** - Best UI Design x2
- **CSSDA** - Best Innovation x2
- **CSSDA** - Special Kudos x2
- **Brandathon** - Winner x6
- **CSS Light** - Feature of the Day x4
- **Best CSS** - Site of the Day x4
- **Design Nominees** - Site of the Day x4
- **Awwwards** - 30 Best B/W Websites
- **Awwwards** - Young Jury 2020-22
- **IxDF** - Best in Class Distinction
- **Codersrank** - Top 5 in India (HTML)
- **Codersrank** - Top 3 in India (CSS)