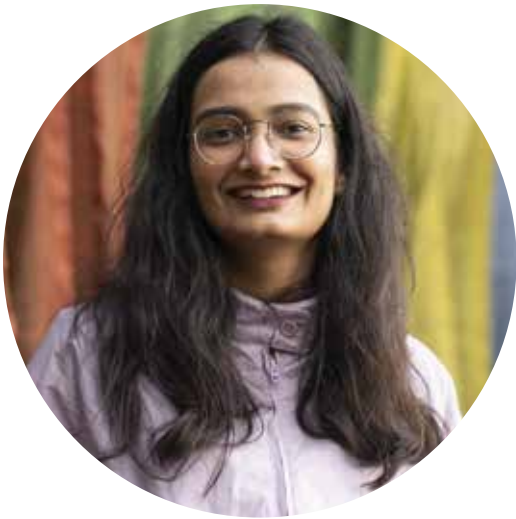




SAMEEKSHA PATHAK

Visual Designer | Product Designer | AI-Assisted Creative Designer

Email address: sameekshapathak144@gmail.com Contact number: [+91 9621443970](tel:+919621443970)

I am a Visual Communicator and Product Designer with expertise in user-centered design, digital product design, and creative storytelling. I combine strong design fundamentals with AI-assisted creative workflows to craft engaging, accessible, and visually compelling experiences. Skilled in leveraging modern AI tools for ideation, visual exploration, campaign creatives, storyboarding, and rapid design execution while aligning brand goals with user

CONTACT

LinkedIn Profile link:
<https://linkedin.com/in/sameeksha-pathak>
Website:
www.sameekshapathak.com/
Portfolio link:
www.behance.net/sameekshapathak2

EDUCATION

Diploma in Fine Arts | 2018
National Institute of Fine Arts, Gurugram

B.Sc. in PCM. | 2014
Bundelkhand University, Jhansi, UP

CERTIFICATION

Design for the 21st century with Don Norman
Interaction Design Foundation (IxDF)
Credential ID: 144416-2023-848959

Accessibility: How to Design for All
Interaction Design Foundation (IxDF)
Credential ID: 144416-2023-850952

User Experience: The Beginner’s Guide
Interaction Design Foundation (IxDF)
Credential ID: 22042-2019-78465

Mobile UX Design
Interaction Design Foundation (IxDF)
Credential ID: 144416-2024-86685

SKILLS

Software	Skillset
• Illustrator • Figma • Adobe XD • Photoshop • InDesign • After Effects • Adobe Creative Suite • Chat Gpt 2 • Claude 2.0 • Google nano banana	• Design Research & Strategy • UI/UX • Accessibility • Usability testing • Prototyping • Wireframes • User-centered Design • Problem-solving • Storytelling

EXPERIENCE

Dec 2023 - Till Date
ERICSSON
DESIGN SPECIALIST | GURUGRAM

In my role, I work as a Product Designer and Visual Communicator.

- Work in the full-cycle user centred design process from analysis, ideation & research to wireframing, visual design, prototyping, usability testing, and implementation.
- Leveraged AI-powered creative tools - Firefly, Midjourney, Google Gemini, Claude 2.0, Seedance, Google Nana Banana Pro, Flux, Magnific, GPT-2, Veo-3 for faster visual ideation, campaign concepts, and design exploration.
- Integrated AI tools into visual design workflows to enhance productivity, creativity, and design efficiency.
- Get the opportunity to work on UX specific projects intranet page, order tool and revamp the internal pages. Designing for web and mobile-responsive interfaces.
- Creating prototypes, wireframes, and storyboards to visualize user journeys.
- Collaborate closely with stakeholders and cross-functional teams to deliver accessible design solutions that align with business and brand goals.
- Understanding briefs, analyzing audiences, and creating compelling illustrations, user interface and storyboards.
- Utilized AI-assisted workflows to streamline storyboarding, illustrations, and digital asset creation.
- Proficient in Figma, hand-sketching and Illustrator. I work with Figma Plugins, components, and design systems to streamline workflows and maintain consistency.
- Collaborated with the Brand team to enhance key assets, including color palettes. Together, we developed comprehensive color guidelines with design thinking approach and created an informative user interface to support them.

Nov 2020 - Dec 2023
MERCER | METTL
SENIOR DESIGNER | GURUGRAM

As a dedicated UI/UX and graphic designer in this organisation, I've honed my skills in a variety of creative fields, from website and illustration design to social media content, e-books, digital campaigns, events, paid ads, storyboards and presentations. With a keen eye for visual aesthetics and a deep understanding of user experience principles, I strive to create visually compelling and intuitive designs that enhance the overall user journey. My ability to work effectively with cross-functional teams and adapt to evolving project requirements has consistently resulted in successful and effective design solutions.

Jul 2018 - Nov 2020
SQUARE YARDS
GRAPHIC DESIGNER | GURUGRAM

As the graphic designer at a real estate company, through close collaboration with the marketing and sales teams, I develop innovative marketing campaigns, employing both digital and print mediums to engage prospective buyers and investors. By applying my expertise in layout design, typography, color theory, and composition, I produce visually captivating brochures, flyers, advertisements, social media graphics, and website elements.