Arka Dasgupta

Product Designer · UX/UI Designer · Brand Designer

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PROFILE

Product-minded designer who turns messy user problems into clear, buildable features. Nearly two years at a construction-tech startup bridging users, stakeholders and developers, backed by UI/UX training and freelance brand identity work.

EXPERIENCE

Sep 2026 – Present

Freelance Brand Designer

Shringaar · Boutique saree brand

- Crafting the logo and visual identity for a boutique saree label.
- Exploring visual directions that speak to the brand and its audience.

Sep 2026 – Oct 2026

UI/UX Design Intern

IIM SKILLS

- **Designed the 0→1 build of BookmyIntern,** an internship and job-hunt app.
- Applied core UI/UX concepts to real-world design scenarios.

Jun 2024 – May 2026

Inncircles Technologies Pvt. Ltd.

Construction-tech startup

Solution Engineer	Jun 2025 – May 2026
Solution Engineer Intern	Jun 2024 – Feb 2025

- **Discover.** Talked to users and clients to uncover real pain points and product opportunities.
- **Define.** Turned stakeholder needs into clear, buildable feature requirements.
- **Design.** Wireframed interface concepts to align teams before a line of code.
- **Deliver.** Kept users, designers and developers in sync from idea to release.
- **Improve.** Fed user feedback and competitor insights into feature priorities.

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CORE COMPETENCIES

Product & UX

- User research
- Product discovery
- Requirements analysis
- Feature definition
- Wireframing
- User feedback analysis
- Competitive analysis
- Feature prioritization
- Cross-functional collaboration

Design & Branding

- UI/UX design
- User-centered design
- Brand identity
- Logo design
- Graphic design
- Design ideation

TOOLS

Figma	Wireframes · UI concepts
Framer	Web design · Sites
Affinity Suite	Graphics · Visual assets
Canva	Visual content
Microsoft Office	Docs · Presentations

EDUCATION

M.Tech, Construction Technology & Management

National Institute of Technology, Warangal

2023-2025

Full Stack Product Design with Gen AI

IIM SKILLS · 6-month program

In progress

CERTIFICATIONS

Graphic Design Certificate

Canva Design School · View credential

UI/UX Design Internship Certificate

IIM SKILLS · October 2026

LANGUAGES

English
Hindi
Bengali

HOBBIES

Reading
MMA
Music

FIND ME ONLINE

Behance
LinkedIn

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