

ARPITA SANT

BRAND & PRODUCT DESIGNER

CONTACT

Bangalore, India
+91 7517801969
arpitasant1999@gmail.com
linkedin.com/in/arpita-sant-171a81167
www.arpitasant.com

DESIGN SKILLS

Branding & Identity · UI/UX Design · Wireframing · E-commerce Design · Typography · Colour Theory · Illustration · Prototyping Ad Creatives · Presentation Design · Event Collateral · Iconography

TOOLS

UI/UX Design · Product Design · Brand Design · User Research · Wireframing · User Flows · Information Architecture · Interaction Design · Design Systems · Responsive Design · Prototyping · Usability Testing · Mobile App Design · Web Design · E-commerce · Visual Design · Figma · FigJam · Framer · Stitch · Miro · Notion · Adobe Creative Suite · ChatGPT · Claude · Midjourney · Adobe Firefly · Lovable

EDUCATION

Bachelor of Multimedia
Shivaji University, Kolhapur
· 2017 - 2021

Google UX Design Certificate
Coursera · Dec - 2025

HIGHLIGHTS

Led brand identity for India's first melanin first skincare label built a repeatable A/B testing system from a single creative win scaled a brand across 7 major e-commerce marketplaces.

PROFILE

Brand and product designer with 5 years of experience turning strategy and user insight into visual systems that perform. I move fluidly between brand identity, e-commerce, and UI design, leading design through ambiguity and owning a brand end to end.

28%

Peak CTR on creatives

15%

CTR lift, one decision

10+

Launches delivered

4

Companies, brand +product

EXPERIENCE

Collective Artists Network —

Bangalore | Sept 2024 — Feb 2026

Graphic Design Specialist

- Drive brand engagement and campaign activation for the Big Bang Social App (BBS) as part of the core marketing team.
- Delivered performance creatives reaching 28% peak CTR, cutting design turnaround from three days to one.
- Tested four creative directions after one underperformed, shipping the winner for a 15% CTR lift, now a repeatable A/B testing system.
- Revamped App/Play Store creatives, contributing to a top-ten ranking during the Earn per View campaign.
- Directed visual identity for Born to Create, enabling creator onboarding within two weeks.
- Designed localized branding for Creator Connect and Broadway events, driving a 10.3% CTR.
- Launched the brand's Instagram channel, 30+ carousels in one month, ~200 organic followers in 30 days.
- Contributed to BBS app UI in Figma, building components aligned with brand and usability guidelines.

Wellspring Consumer (Asaya) —

Bangalore | July 2023 — Aug 2024

Head of Design

- Led brand identity from inception for India's first melanin-first skincare brand.
- Built and scaled the full design ecosystem, packaging, e-commerce, digital, into one cohesive story.
- Directed creative across 10+ SKUs, supporting brand visibility and fundraising conversations.
- Established storefronts on Amazon, Nykaa, Flipkart, Tira, Tata Cliq, Myntra, and BigBasket via premium A+ content.
- Designed the brand website end to end, improving user trust and engagement.
- Grew organic social to 1K+ followers and early influencer recognition within months.
- Built and mentored a 3-person creative team; managed print production and vendor relationships.

Quboid (formerly Metasky) —

Bangalore | Nov 2022 — Jun 2023

Graphic Designer

- Owned marketing design for a Web3 platform, pitch decks and campaign visuals that turned complex concepts into investor-ready storytelling.

Supply6 — Graphic Designer

Bangalore | Jan 2022 — Nov 2022

- Built the brand identity as the sole designer, Instagram content, photoshoots, launches, and label design end to end.