

ARPITA SANT

Visual Designer | Ui/UX |
Design Systems

CONTACT

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CORE SKILLS

Visual Design
User-Centered Design (UCD)
User Journey Mapping
Usability Testing
Design Thinking
Heuristic Evaluation

DESIGN SKILLS

Product Design: Product Strategy, UX Research, User Flows, Information Architecture, Wireframing, Prototyping, Interaction Design, Design Systems

UI Design: Mobile App Design, Web Design, Responsive Design, Typography, Accessibility

Brand Design: Brand Strategy, Visual Identity, Packaging Design, E-commerce Design

TOOLS

Design: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Adobe InDesign.

Collaboration: Miro, Notion

AI: ChatGPT, Claude, Lovable, Midjourney, Adobe Firefly

EDUCATION

Bachelor of Multimedia
Shivaji University, Kolhapur
· 2017 - 2021

Google UX Design Certificate
Coursera · (Completed)

FEATURED PROJECTS

TripSplit: Travel expense management platform that improves group transparency through seamless budgeting, settlements, and financial insights.

Dishcision: Food discovery platform that reduces decision fatigue using dish-first exploration and personalized recommendations.

PROFILE

Visual Designer with 5+ years of experience designing digital products, scalable design systems, and brand experiences. I combine user research, systems thinking, and visual design to create intuitive user experiences that align business goals with user needs.

28%

Peak Campaign CTR

15%

Performance Lift

10+

Product Launches Led

4

Brands Worked With

EXPERIENCE

Collective Artists Network —

Bangalore | Sept 2024 — Feb 2026

Creative Design Specialist

Worked across product, marketing, and brand teams to design high-performing digital experiences for the Big Bang Social app, improving user engagement through data-driven design and scalable UI systems.

- Increased campaign CTR to 28% through iterative creative testing and optimization.
- Improved creative performance by 15% by establishing a repeatable A/B testing process.
- Reduced design turnaround time from 3 days to 1 day by streamlining design workflows.
- Designed reusable UI components in Figma, improving consistency across the Big Bang Social app.
- Delivered product campaigns, App Store assets, and creator engagement experiences that strengthened user acquisition.

Wellspring Consumer (Asaya) —

Bangalore | July 2023 — Aug 2024

Head of Design

Led the end-to-end design function for India's first melanin-first skincare brand, building a cohesive brand experience across packaging, digital, e-commerce, and marketing.

- Built the brand identity and design system from the ground up for a 0→1 skincare startup.
- Led the design of 10+ product launches across packaging, digital, and e-commerce touchpoints.
- Designed and optimized the brand website to improve trust and the online shopping experience.
- Scaled the brand across 7 major marketplaces, including Amazon, Nykaa, Flipkart, Tira, Myntra, Tata Cliq, and BigBasket.
- Built and mentored a 3-member design team, managing creative direction, print production, and external vendors.

Quboid (formerly Metasky) —

Bangalore | Nov 2022 — Jun 2023

Graphic Designer

- Designed product marketing assets, investor presentations, and digital campaigns that simplified complex Web3 concepts for users and stakeholders.
- Collaborated with cross-functional teams to translate complex concepts into clear, user-friendly visuals, resulting in improved stakeholder understanding and engagement.

Supply6 —

Bangalore | Jan 2022 — Nov 2022

- Designed packaging, branding, and digital marketing assets for a nutrition startup.
- Created visual campaigns and e-commerce creatives to support product launches and brand growth.