



# Kaushik Paul

*Design Lead / UI/UX • Visual • Motion*

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🌐 LinkedIn 📁 Portfolio

**Design Lead** with nearly **6 years of experience** across **UI/UX, visual design, and motion/video**, delivering high-impact digital experiences for **OTT platforms, SaaS products, enterprise systems, cybersecurity solutions, and government platforms**. Proven ability to own **end-to-end design**—from **problem discovery and UX strategy to high-quality execution**—while collaborating closely with **product managers, engineers, marketers, and leadership**.

**Known for combining strong product thinking with hands-on creative execution**, having produced **large volumes of graphics** for **social media, blogs, websites, and marketing collaterals**, along with **professional video work** including **long-form videos, short-form reels, music videos, and film content**.

## 🎓 Education

<b>SDS Academy, Diploma in Ui Ux</b>	Kolkata, India
<b>The Scottish Church College, Bachelor of Arts with Political science honours</b>	Kolkata, India
<b>The Assembly of God Church School, ICSE &amp; ISE</b>	Kolkata, India

## 💼 Professional Experience

05/2025 – Present	<p><b>Senior Graphic &amp; UI UX Designer, Unified Infotech</b> <span style="float: right;">Kolkata</span></p> <p>At Unified Infotech, I led <b>design strategy and execution across web, marketing, and video initiatives</b>, delivering high-impact creative solutions that enhanced brand engagement and client experience.</p> <p><b>Key Contributions:</b></p> <ul style="list-style-type: none"><li>• Produced and edited <b>corporate, promotional, and marketing videos</b>, boosting audience engagement and brand visibility.</li><li>• Designed <b>digital graphics</b> for social media, blogs, eBooks, and marketing collaterals, improving campaign performance.</li><li>• Developed <b>motion graphics and animations</b>, enhancing visual storytelling and content retention.</li><li>• Directed <b>professional video shoots</b> for SMEs, client profiles, and internal features, ensuring high production quality.</li><li>• Edited <b>client and employee testimonials and SME talks</b>, improving narrative clarity and promotional effectiveness.</li><li>• <b>Quartic.ai:</b> Led website redesign, defining <b>UI/UX strategy, visual system, and animated components</b> for an enterprise AI platform.</li><li>• <b>Renarte:</b> Directed website redesign, refining <b>visual identity, interface flow, and brand alignment</b>.</li></ul>
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- **eShipper:** Optimized **user experience and visual design** to streamline user flows and enhance brand clarity.
- **Unified Infotech Corporate Website:** Revamped brand language and web experience with **scroll-driven interactions** and improved engagement.

05/2024 – 05/2025

#### **Sr. UI/UX Designer, Hoichoi(SVF)**

At Hoichoi, I drive **user experience enhancements for both web and mobile platforms**, focusing on **rebranding, feature design, and intuitive interface solutions** that align with user needs and business objectives.

##### **Key Contributions:**

- Led **website rebranding and navigation restructuring**, improving intuitiveness, accessibility, and user engagement.
- Designed and implemented **new platform features**, ensuring seamless integration with existing systems while meeting business goals.
- Modernized interfaces, refined user journeys, and optimized functionality to create **efficient, engaging experiences**.
- Championed a **user-centered design approach**, fostering continuous innovation and internal/external engagement.
- **Lead designer for Sooper**, an audio series & micro-drama app, overseeing **UI/UX strategy and execution**; app achieved **100,000+ downloads** on Google Play.

2023 – 04/2024

#### **Associate Graphic designer, Vehere Pvt Ltd**

Kolkata, India

At Vehere, I contributed to **branding, visual communication, and marketing initiatives**, leveraging creative design, motion graphics, and digital tools to elevate both event presence and online engagement. My work spanned **animated demos, website and dashboard redesigns, social media campaigns, HubSpot marketing, and digital advertising**, driving measurable impact across multiple channels.

##### **Key Contributions:**

- Spearheaded **animated demo screens** showcased at international events, including **MILIPOL Paris** and cybersecurity expos, enhancing brand visibility and earning industry recognition.
- Redesigned **Vehere's website**, delivering a modern, user-friendly interface that improved visual appeal and overall user experience.
- Designed and refreshed the **NRD and NI dashboards** used for **threat detection**, improving interface clarity, usability, and visual data communication for enterprise security operations.
- Created **compelling social media content and video edits** to maintain a vibrant, engaging online presence.
- Developed and managed **HubSpot landing pages, forms, CTAs, and automation sequences**, optimizing campaign scheduling and impact.

- Executed **digital advertising campaigns via Google Ads**, managing substantial budgets to generate leads and actionable insights.
- Initiated and strategized **Instagram marketing**, conducting research to ensure messaging resonance with target audiences.
- Supported **internal communications projects**, providing creative solutions for internal branding, presentations, and initiatives.

09/2021 – 07/2023

#### **Ui Ux desinger, AchieveX solutions Pvt Ltd**

Kolkata, India

During my 1 year and 7 months at AchieveX Solutions, I **led UI/UX design for apps, websites, and software interfaces** for enterprise and government clients, focusing on **user-centered design, wireframing, prototyping, and interface animation**. I successfully delivered nearly 10 projects while ensuring **intuitive, engaging, and accessible user experiences**.

#### **Key Contributions:**

- Led **Eatiano (Single Vendor Food App & Website)** design, creating low- and high-fidelity wireframes, user flows, prototypes, and animations for web and mobile.
- Designed **Noun (Multi-Vendor EV Charging App & Website)**, developing wireframes, interactive prototypes, and visual interfaces based on data flow diagrams.
- Delivered **Tanvee (Multi-Vendor Grocery App)** with complete UI/UX, including wireframes, prototypes, animations, and user-friendly interface design.
- Designed **Indian Army Intranet Website**, creating wireframes, UI, and interactive prototypes to optimize user navigation and accessibility.
- Developed **West Bengal Housing User Website** with intuitive navigation, high-fidelity designs, and prototype animations.
- Created **West Bengal Education Unified Portal Website**, delivering consistent, user-friendly UI/UX across multiple modules.
- Designed **Radio Mirchi Internal HRM software**, crafting wireframes, interactive prototypes, and UI layouts for enhanced usability.
- Developed **In-House HRM-PMS-CRM software**, creating complete wireframes, interactive prototypes, and polished UI for enterprise workflows.
- Served as **Social Media Executive for three months**, managing client communication, maintaining positive relationships, and supporting social media campaigns for two clients.

**Graphic designer, Nakshi creation**

At Nakshi, I independently **handled all aspects of visual design and creative production** for the company's marketing, products, and digital presence. My work spanned **graphic design, pattern creation, photoshoots, image editing, and website design/maintenance**, showcasing strong initiative and end-to-end ownership of creative outputs.

**Key Contributions:**

- Designed **patterns and styles for dresses and clothing**, contributing to product identity and brand aesthetics.
- Conducted **photoshoots for models** and professionally edited images for marketing and online use.
- Created and maintained **the company website**, ensuring a modern, visually appealing, and user-friendly interface.
- Produced **digital and print graphic materials** to support marketing campaigns and brand communication.
- Managed **end-to-end creative production**, delivering high-quality assets on time and aligning with brand objectives.

**</> Live Projects****Quartic.ai**

Enterprise AI platform website redesign

**Renarte**

Hospitality website re-design

**eShipper**

Logistics platform UI improvements

**Unified Infotech**

Website revamp

**Hoichoi**

OTT ,Website & App redesign and new branding

**Sooper**

Audio & micro-drama app, 100K+ downloads- Desgining

**Vehere**

Cyber Security Website Redesign

**Nakshi Creation**

E-commerce fashion wear

## Skills

UI/UX & Product Design	● ● ● ● ●	UX research	● ● ● ● ●
User testing	● ● ● ● ●	User Flow	● ● ● ● ●
Wireframing	● ● ● ● ●	Prototyping	● ● ● ● ●
Audio editing	● ● ● ● ●	Video editing	● ● ● ● ●
2D Animation	● ● ● ● ●	Graphic designing	● ● ● ● ●
Social media marketing	● ● ● ● ●	E mail Champaign	● ● ● ● ●
HubSpot	● ● ● ● ●	Digital Marketing	● ● ● ● ●
Google Ads	● ● ● ● ●	Motion Graphics	● ● ● ● ●
Sketch	● ● ● ● ●		

## Software

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|----------------------|-----------------------|
| • Adobe Photoshop    | • Adobe Illustrator   |
| • Adobe XD           | • Adobe After Effects |
| • Adobe Premiere Pro | • Adobe Audition      |
| • Figma              | • Invision            |
| • HubSpot            | • Balsamiq            |
| • JustinMind         | • MailChimp           |