

AKASH DAS

UX Designer · UI Designer · Product Designer

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ABOUT

UX/UI Designer with a fine arts background, specializing in auditing real products and redesigning them around evidence, not assumptions. Case studies include a fintech UPI app and a D2C jewellery brand and more, each backed by user research, usability testing, UX audit , user psychology and end-to-end Figma prototyping.

SKILLS & TOOLS

UX Design	User Research, User Testing, A/B Testing, Interaction Design, Persona Development, User Psychology, Journey Mapping, Information Architecture, Wireframing, Prototyping, Usability Heuristics
UI Design	Visual Hierarchy, Typography, Colour Theory, Component Design, Responsive Design (Mobile & Desktop), Design Systems
Tools	Figma, Adobe XD, HTML/CSS, Photoshop, Illustrator
Fine Arts	Oil Painting, Portrait, Composition, Texture & Material Behaviour, Light & Shadow
Soft Skills	Client Communication, Stakeholder Management, Creative Problem Solving, Attention to Detail

DESIGN CASE STUDIES

- Ishara - Agentic Travel Concierge - [Agentic Travel website](#)

Aug 2026

 - Designed Ishara, a self-initiated AI travel concierge concept, built around a six-pillar trust framework - Intent Preview, Autonomy Dial, Confidence Signals, Explainable Rationale, Veto Protocol, and Human-Over-The-Loop Dashboard : to solve trust gaps unique to agentic AI products.
 - Rejected generic AI-app visual conventions in favor of an editorial, asymmetric layout with oversized display type, positioning the concept as premium and human-centered rather than templated.
 - Built scroll triggered live UI components in Framer to demonstrate real-time agent behavior, replacing an initially planned AI-generated video opening for stronger interactivity and credibility.
- Slice UX Audit & Redesign - [Fintech / UPI Payments App](#)

July 2026

 - Designed a unified Scan to Pay screen combining live viewfinder and amount entry in one view - a first among Indian UPI apps.
 - Audited Slice against its own product positioning using daily personal usage cross-referenced with Play Store reviews at scale, identifying the gap between brand ambition and real experience.
 - Defined 5 design principles from the audit findings and tied every redesign decision directly back to one of them.
- Palmonas Post-Purchase Experience UX Redesign - [D2C Jewellery Brand](#)

May 2026

 - Audited 3 post-purchase flows - order tracking, cancellation, and return/refund - on Shopify/17Track, uncovering 5 critical friction points driving customer anxiety.
 - Mapped complete user journeys for each flow, documenting friction points, missing feedback states, and inconsistent UI patterns causing post-purchase anxiety.
 - Redesigned the order tracking experience (Model A.5) with real-time status clarity, contextual CTAs, and a progress indicator system.
 - Built full cancellation, refund, and return screen flows in Figma - mobile-first, with edge-case coverage.

EXPERIENCE

- Independent UX/UI Designer · [Freelance : Self-employed](#)

Dec 2025 - Present

Kolkata, West Bengal – Remote

 - Designed mobile and web product experiences independently, from UX exploration and information architecture through high-fidelity UI and prototyping.
 - Created UX redesigns for existing digital products, identifying usability, navigation, information hierarchy, and conversion opportunities.
 - Developed end-to-end case studies demonstrating product thinking, interaction design, visual systems, and prototyping.
- Lead Oil Painting Artist · [Freelance : Self-employed](#)

Feb 2024 - May 2024

Commissioned fine art · Dhanbad, Jharkhand

 - Managed end-to-end delivery of 12 commissioned oil portraits, coordinating briefs, revision cycles, and final hand-off while maintaining clear client communication.
 - Refined expertise in light, texture, and composition, achieving a 30% reduction in rendering time for client mockups.

EDUCATION

- BA in Philosophy · [Indira Gandhi National Open University](#)

2026 - Present
- BFA in Applied Arts · [College of Art & Design, Bardhaman](#)

2025 - 2026 (Dropout)
- 5-Year Diploma in Fine Arts · [Pracheen Kala Kendra - Govt. of India Affiliated](#)

Completed 2023

 - Provides strong aesthetic and perceptual foundation directly informing visual design, layout, and UI craft.

CERTIFICATIONS

- Google UX Design Certificate - Google / Coursera · 2025