

# Prarthana Chudasma

I am a UX/UI Product Designer with international experience, currently based in the Netherlands, with 7+ years of experience in building user-friendly designs. I love combining my product design skills with my background in applied arts to craft aesthetically pleasing and intuitively usable user experiences.

Apart from being a passionate full-time designer who's engaged in app design, website design, and brand design, for recreation - I like creating art products that I sell on my online store - [littlebigthoughts.in](http://littlebigthoughts.in).



## CONTACT

+31 6 23 40 68 79

[prathanachudasma@gmail.com](mailto:prathanachudasma@gmail.com)

[www.prathanachudasma.com](http://www.prathanachudasma.com)

Meijlingplein 53, 7553 RA  
Hengelo, Netherlands

## EDUCATION

FRANCE (2018 - 2019)  
MASTERS IN DIGITAL MARKETING &  
COMMUNICATION  
Rennes School of Business

INDIA (2011 - 2014)  
BACHELORS IN APPLIED ART AND CRAFT  
Rachna Sansad

## SOFTWARE SKILLS

Photoshop	Figma
Illustrator	Axure
Adobe XD	Sketch
InDesign	Invision

## LANGUAGES

English (Native)  
Hindi (Native)  
French (Beginner)  
Dutch (Beginner)

## EXPERIENCE

## NETHERLANDS

MOVELLA (Full-time) **07/2022 - 11/2023**  
**SENIOR VISUAL UX DESIGNER**

- Implemented design systems, principles, and component libraries for marketing and web applications.
- Led a project for MVP delivery of a data-driven sports app, collaborating with PMs, developers, and engineers.
- Coordinated with cross-functional stakeholders to align the product with business needs.
- Conducted user testing based on user personas for motion-capturing products and managed the database.
- Maintained visual branding for web apps & marketing.
- Created custom icons, typography, concepts, and illustrations for web applications and marketing collateral.
- Conducted successful design sprints and workshops.

## FRANCE

EXPLOSEO (Full-time) **09/2020 - 06/2022**  
**LEAD UX/UI | GRAPHIC DESIGNER**

- Led numerous independent projects, designed over 26 websites, overseeing planning, prototyping, and the end-to-end user experience.
- Created detailed design documentation, style guides, and specifications for development teams.
- Performed A/B testing with users.
- Crafted marketing collaterals for print and digital media campaigns, including presentations, banners, newsletters, flyers, and infographics.

LEARN & GO (Internship) **05/2019 - 10/2019**  
**UX/UI | GRAPHIC DESIGNER**

- Implemented a new feature for Kallido application focused on teaching students how to write and spell using a tablet and stylus in the classroom.
- Conducted successful user testing with 20 users and effectively implemented the features.

## HARD SKILLS

UI/UX Design	Graphic Design
Visual Design	Prototyping
Illustration	Wireframing
Design System	User research

## SOFT SKILLS

Multitasking	Time management
Teamwork	Creative thinking
Leadership	Empathy

## HOBBIES

Sketching	Doodling
Badminton	Journaling
Music	Reading

## EXPERIENCE

INDIA

**CALLIDO (Freelance)** **02/2018 - 09/2019**

### LEAD GRAPHIC DESIGNER & ILLUSTRATOR

- Lead the product development team on user experience and user interface of the e-learning education apps.
- Creative strategy for product design and campaigns.
- Maintained brand consistency and design system on all platforms of Callido.

**BLING BAG (Freelance)** **01/2016 - 07/2018**

### UI/UX DESIGNER & SOCIAL MEDIA MANAGER

- Led numerous successful social campaigns, boosting user engagement from 1k to 100k on social media platforms.
- Managed photography, presentations, and social media posts effectively.
- Conducted design sprints and workshops to drive creative collaboration and innovation.

**BG STUDIOS (Part-time)** **01/2016 - 01/2017**

### ART DIRECTOR

- Led a creative team in developing video projects from concept to completion.
- Collaborated with cross-functional teams, including writers, designers, and production staff.
- Created detailed storyboards to guide the visual narrative and ensure a cohesive and engaging storyline.

**CRAFT UX (Full-time)** **11/2014 - 11/2015**

### UX/UI DESIGNER

- Designed TATA application's interface, which was a major success.
- Managed complex projects, providing effective solutions.
- Delivered full UIs and components, crafting custom icons, layouts, and illustrations for websites and applications.
- Presented and pitched concepts to potential clients.

**SOCIAL SEETY (Full-time)** **06/2013 - 09/2014**

### VISUAL DESIGNER

- Created social media strategy for campaigns, both for digital and print media.
- Conducted user testing for multiple campaigns to optimize results.
- Developed concepts and graphics for products, digital magazines, websites and applications.
- Presented creative concepts and prototypes to new clients.
- Created and tested low - fidelity and high - fidelity wireframes.