

# Pritam Saha

## Product Designer

Passionate UX/Product Designer dedicated to crafting meaningful digital experiences through the perfect blend of art, design, and user-centric innovation.

### Work Experience

#### HighOnDesign.Studio, Product Designer

June 2023- Present, Remote

Founded and led a creative design studio specialising in UI/UX and branding. Worked with diverse clients across industries, gaining hands-on experience in business development and design execution.

- Successfully delivered 15+ Product and Branding design projects for startups and enterprises.
- Crafted impactful and seamless design journeys from research to flawless execution.
- Developed scalable brand identities and user-centric digital experiences.
- Built a strong client network, expanding into multiple industries.

#### Akounto, Product Designer

Sep 2022- May 2023, Gurgaon, IND

Akounto is a cloud-based B2B SaaS fintech product that streamlines accounting, invoicing, expenses, and tax management for small businesses, startups, and freelancers.

- Designed and executed web & mobile apps, from wireframes to final UI, with a scalable design system for consistency.
- Improved user retention by 30% within three months through progressive onboarding and automation.
- Reduced onboarding drop-offs by 40% by simplifying complex setup processes for small businesses.

#### Interacxion, Associate UX UI Designer

April 2022- Sep 2022, Goa, IND

Interacxion.io is an AI-powered platform that designs websites and mobile apps at an unprecedented speed.

- Researched industry trends to ensure alignment with business goals and market demands.
- Developed the AXION design system for an AI-powered platform, optimising web and app design efficiency
- Streamlined the platform's design automation process, reducing design delivery time while maintaining high-quality output.

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[Portfolio link:- Pritamsaha.in](http://Portfolio link:- Pritamsaha.in)

### Education

#### Pearl Academy of Design, Delhi

2018-2022

Bachelor of Design, Communication Design  
(Specialisation in UX/UI Design)

#### Royal College of Art, London

2020

Studied: AI Products and Services Design

### Skills

#### Design

Design Thinking, User Experience Design, UI UX Principles, User Research, Competitive Analysis, Journey Mapping, User- Centric Design, Information Architecture, User Flow, Design System, User Interface Design, Wireframing, Prototyping, Usability Testing, Branding, Visual Design, Graphic Design

#### Tools

Figma, FigJam, Adobe Creative Suite, Notion, Miro, Jira, Trello, Monday, Clickup, Wix Studio, Webflow, Framer, Microsoft Office Suite,

### Volunteer

#### VillageLab Foundation

Nubra Valley, Ladakh (Remote)

Using my design skills to support VLF's mission of providing alternative learning opportunities for villagers.

### Photography

Volunteered as a photographer for college events, societies, and travel journeys, capturing cultural stories, community initiatives, and memorable moments through visual storytelling.