

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**.

Akonto, **Product Designer**

Sep 2022- May 2023, Gurgaon, IND

Akonto 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

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.