



# AVNIS DAS

UI/UX, NFT Artist, Fashion and Lifestyle  
Accessory Designer & Digital Creator

## Portfolio Link

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## Address

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Embodied with an Artist's Vision and an Adventurer's Zeal, I Craft Experiences of Pure Delight. A Perpetual Learner, Forever a Trailblazer. From Guiding the College's Student Council as President and Secretary in consecutive years to Clinching Gold and Silver in National level Table-Tennis Showdowns – Leadership and Victory Define Me!

## Education:

**Graduation:** **National Institute of Fashion Technology, Kolkata;** Bachelor of Design(**B.Des**), **Batch of 2021**  
(Fashion & Lifestyle Accessory Design Department & Fashion Communication Design as minor.)

**School & +2:** **Kendriya Vidyalaya, Nagaon, Assam.** (Science Stream, Batch of 2017.)

**Diploma:** **Surnandan Bharati, Kolkata, West Bengal.** (Senior Diploma in Fine Arts)

**Diploma:** **Kallol School of Drawing and Painting, Nagaon, Assam.** (Junior Diploma in Fine Arts)

**Certification:** **University Of Michigan** (Understanding User Needs, UX Design)

**Certification:** **User Experience Masterclass** - Web & Mobile Application UI/UX Design (Udemy)

**Certification:** **Motion Design with Figma:** Animations, Motion Graphics, UX/UI Design (Udemy)

**Certification:** **IBM** (Enterprise Design Thinking (Team Essentials for AI, Co-creator, Practitioner)

## Experience

**2023 - Optym India Private Limited:** Working as a UI/UX Designer (Since October 2023)

- Collaborated with Southwest Airlines as a client to gather and address business requirements for optimizing gate assignments across all stations.
- Actively participated in the project from initial concept through to final documentation and client approval, ensuring a thorough understanding of client needs.
- Developed and proposed multiple UI/UX models for the gate assignment solution, both of which were approved by the team.
- Worked with engineers to integrate an AI engine into the design, enhancing the efficiency of gate assignments.
- Acted as a liaison between the client and development team, ensuring clear communication and alignment on project goals.

**2022 - Rivigo by Mahindra Logistics:** Worked as a UI/UX Designer and Marketing Specialist. (Since April 2022)

- Worked with the product team to implement solutions for FTL (Full Truck Load) and PTL (Partial Truck Load) logistics, enhancing operational efficiency.
- Collaborated closely with the CEO to plan and make UX decisions for various products, ensuring alignment with business goals.
- Played a key role in the transition team during Mahindra Logistics' acquisition of Rivigo, leading the design efforts to ensure a seamless integration of products and design identity.
- Contributed to the marketing team by creating graphics and video content for both internal and public campaigns, enhancing brand visibility and communication.
- Engaged in interviews and meetings with shareholders, floor workers, and truck drivers to understand their challenges and provide actionable insights for business improvement.
- Delivered comprehensive UX designs that addressed user needs and improved overall product usability.

**2021 - Estaa Gems Pvt. Ltd.:** Graduation Project; Designer (Extended PPO till 2022)

- Designed multiple accessory collections, enhancing the company's product offerings.
- Led brand positioning initiatives and designed a comprehensive new website, enhancing the company's online presence and customer engagement.
- Took charge of the design department after the senior designer's departure, under the guidance of the CEO.
- Received a Pre-Placement Offer (PPO) shortly after joining, continuing to manage various design roles effectively.

**2020 - Duet Luxury:** Interned as a Jewellery Designer and Digital Creator.

- Designed and developed multiple collections of jewellery in collaboration with skilled artisans, ensuring each piece reflected unique designs and exceptional craftsmanship.
- Conducted user research to inform design decisions and created impactful social media content for advertising campaigns and organic posts, effectively enhancing brand visibility and engagement.

**Deshaj, Art Illuminates Mankind:** Interned as a Digital Creator and User Researcher.

- Designed website creatives, social media creatives, internal communications, posters, and banners, maintaining brand consistency and enhancing visual appeal.
- Conducted comprehensive user research to inform brand strategies and implemented Webflow to optimize their customer site, improving overall usability and navigation.

**2019 - Ogilvy & Mather:** Interned as a Graphic Designer and Content Creator.

- Worked with various overseas clients including KFC, BMW, Pizza Hut, Oppo, PepsiCo, etc.
- Created ad campaign designs, YouTube ads, social media creatives, promotional content and improved brand identities and peripherals.

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## Notable Freelance Projects

**2022 - Artytude:** Worked on multiple product design projects for specially abled artists.

**2021 - Nakhrewaali:** Worked as a Graphic Designer and Social Media Content Creator with the founder.

- **Rani Sati Jewellers:** Social Media Video Director.

- **Mafia The Street Food:** Social Media Content Creator and Video Director.

- **Desi Videsi:** Created Brand Identity, worked as a Graphic Designer and Social Media Content Creator.

- **Bake Buffet:** Worked as a Graphic Designer and Social Media Content Creator with the founder.

**2020 - Dr. Lithium:** Designed Mascot for the brand and related campaigns.

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## Research Documentation, Workshops & Installations

**2020 - Shola Design Development Workshop** under Consulate General of the **Federal Republic of Germany Kolkata** and **Banglanatak.com**.

- Craft Development Workshop with artisans of Nutangram, West Bengal.

**2019 - Kekenikuchi, Assam:** Craft Research Documentation.

- **Nutungram, West Bengal:** Craft Research Documentation.

- Co-lead for putting up an art installation by F&LA Department for SPECTRUM 2020.

**2018 - Begumpur, West Bengal:** Craft Research Documentation.

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## Skills

**User Experience, User Interface, Graphic Design & Digital Sketching:**

HTML, CSS, Figma, Adobe XD, Sketch, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Keyshot, Procreate, Autodesk Sketchbook, Canva, Notion, Wireframes, Prototypes, Website Design, Interaction Design, Smart animations, User Research, UX Research, UI Development, HCI, Service Design, Heuristics Design, Design for Usability, Usability Testing, Persona Development, Design Leadership, Strategic UX Planning, Design System Management, Ethnographic Research, Stakeholder Management, Conversion Rate Optimization (CRO), Enterprise UX Design, UX Metrics Analysis, Product Strategy, WIX, Design Libraries, Branding, Logo design, Newsletters, Social media content, Digital Illustrations, etc.

**Photography & Video Making:**

Adobe Audition, Adobe After Effects, Adobe Premier Pro, Final Cut Pro X, DaVinci Resolve, Adobe Audition, Product photography, Fashion photography, Video editing, Instagram reels, YouTube Shorts, etc.

**Accessory Design:**

Manual jewellery designing, Manual jewellery rendering, Resin jewellery making, Design Process, Product Design.

**Miscellaneous:**

Rhinoceros 3D, Maxon C4D, Keyshot, Space Design, Visual merchandising, MS Word, MS Powerpoint, MS Excel, Documentation, Gantt.

**Languages Known:**

Assamese, English, Hindi and Bengali.