

# NIKHIL ARUN SARKATE

Product Designer · UI/UX & Visual Design ·  
5+ Years Experience

I create experiences that balance functionality with storytelling, blending UI, UX, and Visual Design. With AI-driven innovation at the core, I design products that are intuitive, engaging, and impactful.

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See how I blend storytelling with design

Click on the Portfolio link



## CORE SKILLS

- **UI Design:** Responsive interfaces, grids, typography, prototyping, design systems
- **UX Design:** Research, usability testing, information architecture, journey mapping
- **Visual Design:** Branding, illustrations, marketing assets, motion graphics, spatial design
- **Collaboration:** Agile workflows, developer handoff, cross-functional alignment, mentoring

## SELECTED PROJECTS

- A product design solution aimed at simplifying the home loan journey by enabling HDFC customers to explore and select relevant insurance products through an intuitive digital interface.
- While onboarding completion is high, conversion to first trade remains low due to user anxiety, confusion, and hesitation in engaging with financial actions.
- Adaptive Learning (DADB / Emids): Led usability testing & AI-powered personalization improved completion & engagement.
- Design System (SLX): Built scalable design systems & UI components reduced build time, improved consistency.

## WORK EXPERIENCE AND OTHERS



2022 - Currently Working

### Creative design Lead

As Creative Design Lead, I drove end-to-end design strategy for enterprise-scale e-learning projects, ensuring solutions were both user-centric and aligned with business goals. I also mentored and managed a team of designers through the full lifecycle, while collaborating with cross-functional stakeholders including product, development, content, and data science.

#### Actions / Design Process

- Created intuitive UI designs to translate complex requirements into seamless experiences.
- Integrated AI-driven tools (predictive analytics, personalization, generative design) to optimize workflows and user journeys.
- Established scalable design processes, workflows, and best practices for efficiency and consistency.
- Conducted user research and usability testing, enabling data-driven iterations.
- Designed design systems and visual frameworks to ensure reusability and brand consistency across platforms.

#### Design-Oriented Results

- Improved engagement and adoption by simplifying navigation for diverse learners across platforms like DABD, Emids, PureStorage, American Heart Association, and SLX.
- Enhanced learner satisfaction through usability testing insights and adaptive learning solutions.
- Reduced development time and design defects by building scalable design systems.
- Strengthened collaboration and innovation culture within the design team and across business functions.
- Delivered high-impact digital experiences that aligned creative vision with organizational and client objectives.



2021 - 2022

### Graphic designer

Led creative design initiatives for corporate environments, focusing on spatial branding, workplace graphics, and immersive visual experiences for global MNC clients.

#### Actions / Design Process

- Designed wall graphics, illustrations, and branding assets tailored to corporate spaces.
- Applied UX principles to spatial design to enhance visibility, navigation, and workplace interaction.
- Collaborated with client teams to translate brand guidelines into impactful visual concepts.
- Coordinated with vendors to ensure production-ready artwork was delivered with accuracy and on time.

#### Design-Oriented Results

- Delivered successful design solutions for Microsoft, Infosys, Accenture, Guardian Life, Amadeus, Colliers, and Wisetech.
- Enhanced workplace engagement and brand identity through immersive, functional visual experiences.
- Strengthened the company's portfolio by executing high-profile projects.
- Contributed to client satisfaction and repeat business with innovative, high-quality designs.



2021

### Visual designer (Consultant)

Worked as a consultant designing UI and visual systems for startups and enterprise clients, aligning creative output with business objectives and user needs.

#### Professional Involvement

- Developed creative design plans tailored to client objectives and brand identity.
- Defined and implemented color themes, typography, and visual styles to establish cohesive brand aesthetics.
- Created design concepts and visual assets across digital and print platforms, ensuring consistency and impact.
- Collaborated with clients and internal teams to translate business goals into compelling visual solutions.
- Contributed to enhancing brand storytelling through thoughtful use of visual language and design principles.

Freelance

2020 - 2021

### Graphic designer

Provided creative design solutions for startups and corporate clients, focusing on branding, packaging, and marketing visuals.

#### Day-to-Day Impact

- Designed brand identities for startups, including logos, packaging, and marketing assets, to build strong visual presence and recognition.
- Created illustrations and graphic designs that enhanced storytelling, product differentiation, and customer engagement.
- Collaborated with clients to understand business goals and deliver tailored design solutions aligned with their brand vision.



2019

### Video Producer Intern

Supported the marketing team by producing motion graphic videos and live-action content to communicate brand stories.

#### Scope of Work

- Produced motion graphics and video edits aligned with campaign objectives.
- Designed storyboards and graphic assets to translate concepts into visuals.
- Assisted in live-action shoots, contributing to planning, set design, and execution.

#### Delivered Result

- Delivered videos that strengthened brand communication and campaign impact.
- Improved audience engagement with creative visual storytelling.
- Supported marketing campaigns by providing on-brand, high-quality video assets.

'BORN FOR'

An Animation Film

2020

### Director & Artist (Academic Project – 5-min Animated Film)

Directed and produced a short animated film addressing social challenges in Indian sports culture, managing the full design and production pipeline.

#### Design Process

- Led storyboarding, character design, environment design, animation, and compositing.
- Applied storytelling and user experience principles to craft an engaging narrative.
- Collaborated with sound designers and editors to refine emotional impact.

#### Learning and Result

- Delivered a 5-minute animated film that combined narrative depth with visual design.
- Showcased the ability to translate social themes into impactful visual storytelling.
- Strengthened portfolio with a project that highlights design, leadership, and creative direction.

## EDUCATION

- **Master of Design - National Institute of Design, Ahmedabad** ( Animation Film Design )
- **Bachelor of Engineering - Mumbai University** ( Electronics and Telecommunication )

## AWARDS AND ACHIEVEMENTS

- Best New Comer Award | Impelsys
- SPOT Award x 3 times | Impelsys
- Customer Delight Award | Impelsys
- Dream Team Award | Impelsys

## SOFTWARE

Figma | Adobe Creative Suite | After Effects | Illustrator | Photoshop | A.I Tools | Procreate