

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
Access my portfolio through the click icon



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

- 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.
- Corporate Branding (Microsoft, Infosys, Guardian Life): Designed wall graphics & workplace visuals strengthened brand identity and employee engagement.
- Startup Identities & Apps: Delivered logos, packaging, mobile UI kits, and marketing campaigns accelerated brand recognition and product adoption.

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

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

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Thank you