

Aditya rana

Digital Product Designer | UI/UX Designer | Creative Strategist

Product Designer, Creative Strategist & Digital Craftsman. With over 6+ years of experience, I blend design thinking, technical expertise, and brand strategy to craft digital products and experiences that are not just beautiful—but also intuitive, impactful, and result-driven.



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WORK EXPERIENCE



Design Fusion / London, United Kingdom
Product Designer, UI/UX, Brand Strategist, Web Dev
May 2023-Present

I played a versatile, end-to-end creative role—contributing as a , UI/UX Expert, Sr. Graphic Designer, Web Developer, and Brand Strategist. I was responsible for leading multiple projects from ideation to execution, delivering high-value digital solutions tailored to each client's unique needs.

Key Contributions:

Redesigned the website of a renowned **stock exchange-listed company**, enhancing its user experience, performance, and brand perception.

Designed and built dynamic, responsive websites using platforms like WordPress and Shopify, Created mobo app design for modern era.

Managed technical operations including hosting setup, domain configuration, and CMS integration to ensure seamless deployment.

Designed impactful brand assets across digital and print media, aligning with strategic brand guidelines.



The Creative Horse / Noida, UP
Product, Graphic Designer & Strategist
Jun 2021- May 2023

- **UI/UX & Development:** Directed the design and development of user-centric digital experiences.
- **Design:** packaging design, brand collaterals, and visual storytelling.
- **Content Creation:** Crafted compelling content for digital and offline platforms.
- **Marketing:** Strategized and executed marketing campaigns across various channels to drive engagement and sales.
- I played a key role in aligning traditional values with a modern brand voice, helping refresh and elevate a legacy brand in today's digital landscape.
- Managed 10 different sub-brands under one umbrella. From design, market and development.

SKILLS & TOOLS

Interaction Design: UI/UX, Human Psychology, Accessibility, Gamification, Wireframing, Prototyping, Responsive Design, Adobe XD, Figma, Adobe Creative Suite, Procreate

Interface Design: Storytelling, Design Systems & Patterns, Brand Guidelines, Graphic Design, CSS, Video Editing, Micro-Interactions, HTML

Research: Quantitative & Qualitative Research, Usability Testing, Experiment Design, Competitive Analysis, Data Analysis, Qualtrics

Strategy: Product Strategy, Roadmap Planning, Brainstorming, Team Alignments, Product Marketing, Dealing With Ambiguity, Handling Complex Problems

Graphic & Visual Design: Branding, Packaging, Print Design, Social Media Creatives, Motion Graphics, Photoshop, Illustrator, Figma

Web Development: WordPress, Shopify, Wix, Elementor, HTML/CSS (Basic), Hosting & Domain Management, SEO Basics

Strategy & Communication: Client Handling, Cross-Functional Collaboration, Campaign Strategy, Brand Positioning, End-To-End Project Ownership

WORK EXPERIENCE (CONTINUED)



NekInsan (Jiyo India Pvt Ltd) / Noida
UI/UX, Graphic Design & Meta
May 2020- Jun 2021

- Designed a smart emergency response sticker system, enabling faster help in case of accidents, loss, or theft by allowing instant access to the owner's details via QR code scan.
- Created end-to-end UI for a truck booking mobile application, focusing on user-friendly flow and intuitive interactions for drivers and logistics managers.
- Developed brand-aligned social media creatives and pitch presentations, supporting marketing and investor communication efforts.
- Contributed to overall brand identity and visual consistency across platforms, enhancing user trust and awareness.



Brandswala
UI/UX, Graphic Design, Development
Jan 2018 - Feb 2019

- Designed a wide range of branding collaterals for clients, including letterheads, business cards, envelopes, packaging designs, and social media creatives.
- I also worked on video editing and motion content, ensuring brand consistency and high-impact visual communication across all touchpoints.

AWARDS/RECOGNITION

Winner – Mobile UI Design Challenge
Recognized for innovative and user-centric mobile interface design in a competitive design challenge.

60K+ Monthly Active Blog Readers
Built and scaled a content-driven blog to over 60,000 monthly active readers through consistent storytelling and SEO-optimized articles.

Winner – College Graphic Design Challenge
Awarded first place for creative excellence in a university-level graphic design competition.

Winner – Pitch Deck Challenge
Secured top position for creating a compelling and investor-ready startup pitch deck under tight deadlines.

Winner – Creative Social Media Post Competition. Acknowledged for designing impactful and high-engagement social media creatives in a design-focused challenge.



Rajasthan Radhe Radhe
Graphic Designer & Social Media Manager
Feb 2019- Jun 2022

- **Content Creation:** Developed compelling content strategies and assets for both digital platforms and offline branding, enhancing customer engagement and storytelling.
- **Design:** Led the design of packaging, brand collaterals, menus, flyers, and various digital assets, ensuring consistency with the brand's evolving identity.
- **UI/UX & Development:** Directed the design and development of user-friendly digital experiences, including website interface updates and mobile interaction flows.
- **Marketing:** Planned and executed multi-channel marketing campaigns, helping boost visibility and customer reach across social media, local promotions, and festive seasons.

CERTIFICATIONS

Principles of design course / Adobe
Gained Understanding the basics and fundamentals of good visual design that helps communicate in own style in all areas of the life.

Mobile Rapid Prototyping / Udemy
Adolfo Olivo
Mastered animation, micro-interactions, and motion design for mobile using Figma.

UI & UX Assessment / CareerNinja
Validated practical skills in UI/UX including user research, prototyping, and visual design.

The Gymnasium's UX Fundamentals
user-centered design principles to websites and mobile apps. Learnt Basic user research techniques

- How to create user personas
- Approaches to information design
- Wireframing and prototyping
- User-optimized content organization
- Common UX design patterns
- How to conduct user testing

ENTREPRENEURSHIP

Toplistin- A video-first platform curating the best global listings across travel, luxury, and lifestyle experiences.

Influencepedia- A data-backed platform to discover, track, and analyze influencers and creators for smarter collaborations.

OnlyFAQs- A smart knowledge base startup focused on making info. faster through intelligent FAQ systems.