

Sanskar Gupta

UX/UI & WEB DESIGNER

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Objective

Seeking a full-time role as a Web Design Specialist or a Graphic Designer. Brings 3+ years of experience designing accessible, responsive, and user-centered websites and digital applications. Eager work on inclusive, service-oriented design initiatives which enhance user experience.

Experience

Digital Designer | Freelance

Apr 2024 – Present

- Delivered **screen responsive websites** for 7 startups enhancing their online visibility.
- Created **branding style guides** and **digital asset libraries** for visual consistency.
- Developed an **interactive Figma prototype** of a kitchen appliance companion app for Faber.
- Automated **email marketing** for a non-profit using Mailchimp, increasing donation by 20%.

Web Designer | Smashing Pixels

Nov 2021 – Mar 2024

- Built over **100 websites** using WordPress with themes, custom HTML CSS and plugins.
- Collaborated with clients to **gather design requirements** and deliver practical user interfaces.
- Mentored **interns and co-op students** on mobile first website development & graphic design.
- Used **on-page SEO and Google Analytics** to drive ~23% average increase in lead generation.
- Created **graphics, icons, & presentation templates** that aligned with brand standards.

UX Researcher | William & Mary

Sep 2022 – Apr 2023

- Conducted stakeholder interviews, field observations, and usability tests for a research platform.
- Identified accessibility gaps and optimized layouts to improve task completion for ecologists.
- Delivered **Figma prototype** and **UX artifacts** (personas, journey maps, IA diagrams).
- Project received **2nd place in the UX Capstone Competition** at Wilfrid Laurier University.

UI Designer | Skill Squirrel

Jan 2020 – Apr 2020

- Designed a **component-based design system** for user onboarding and walkthrough features.
- Conducted usability testing across 3 iterations, reducing task errors by 30%.
- Delivered a **high-fidelity animated prototype** using After Effects and Adobe.

Education

(Hons) Bachelor of Design, Wilfrid Laurier University

2023

Major: User Experience | Minor: Digital Media & Journalism