

Sarthak Chandra

WEB & UI/UX DESIGNER

CONTACT

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📍 New Delhi, India

📄 LinkedIn Profile

🔗 Portfolio →

DESIGN TOOLS

Figma

WordPress

Webflow

Elementor

Divi

Astra

Weebly

Canva

UX COMPETENCIES

Wireframing

Prototyping

Accessibility (WCAG)

Responsive Design

Information Architecture

Mobile-First Design

Visual Hierarchy

FRONTEND

HTML

CSS

GitHub

AI DESIGN TOOLS

UXPilot

Visily

Uizard

Claude

ChatGPT

Relume.io

CERTIFICATIONS

Generative AI for UI/UX Design

IBM & SkillUp · Coursera · Dec 2025

Google UX Design Professional Certificate

Google · Coursera · Feb 2025

Digital Marketing Manager Certification

Hansraj College, Delhi University · Mar 2023

EDUCATION

Bachelor of Business Administration

Maharaja Agrasen Institute of Management Studies, GGSIPU

Aug 2016 – Jul 2019

Web and UI/UX Designer with 3+ years of professional experience delivering client-facing digital products across healthcare, biotech, real estate, nonprofit, and sports sectors. Proficient in Figma, WordPress, Weebly, Webflow and Framer with hands-on expertise across the full design lifecycle; from wireframing and prototyping to deployment and optimisation. Adept at translating complex client requirements into clean, intuitive web experiences.

Experience

PROFESSIONAL HISTORY

UI/UX & Web Designer

Oct 2023 – Present

Brand Institute Inc. · Full-time

- Designed and maintained **8+ client websites** across healthcare, biotech, nonprofit, and sports industries, ensuring visual consistency, brand alignment, and responsive performance across devices.
- Collaborated directly with clients and senior developers to translate business requirements into user-friendly web experiences, managing feedback cycles and design iterations end-to-end.
- Led and Collaborated UI/UX delivery for **Biotech NTX, SnyDevRx, Eupraxia, TVAX Biomedical, CEO Round Table, AIM HI Cancer Fund, Astellas Digitiva, and Carlos Beltran Baseball Academy**; spanning branding, layout, and content strategy.
- Leveraged Figma for wireframing and prototyping, streamlining design-to-development handoffs and reducing revision cycles.
- Designed, deployed and customised production-ready websites using WordPress, Elementor, Weebly, Figma, Avada, and Envato across multiple active client accounts.

Web Designer & Digital Marketing Executive

Apr 2023 – Sept 2023

Airson Marketing Private Limited · Internship

- Built and maintained **10+ client websites** using WordPress (Elementor, Divi) for real estate, wealth coaches and marketing clients, ensuring timely delivery and mobile responsiveness.
- Executed SEO audits, keyword research, on-page optimisation, and analytics reporting, improving organic search visibility across client brands.
- Created multi-channel marketing content including websites, landing pages, presentations, remarketing email campaigns, and social media assets for brands including **Migsun Atharva, Migsun Elite One, Migsun Mall Rohini, NK Interiors, Shamsher Singh, SRIM-CSE, M-Medalleo, Millionaire Bhaskar, Avenue One and Airson Marketing International Limited**.
- Managed WhatsApp and email marketing workflows, contributing to lead generation and client engagement campaigns.