

Aarav Sen

UI/UX & Brand Designer - India (working worldwide)

hello@aaravsen.example - personalportfolio.sajuni.in

Profile

Brand and product designer with six sample years of experience and 80+ sample projects.
Calm, clear design for founders and small teams. All names and figures are fictional.

Experience

Independent Brand & UI/UX Designer - Aarav Sen Studio	2023 - Present
- Launched brand and web projects for clients in four countries. - Built a repeatable discovery workshop that shortens kickoff by a week.	
Senior Product Designer - Ledgerly	2021 - 2023
- Designed onboarding that lifted completion by 27%. - Set up the first component library used by six engineers.	
UI Designer - Northloom Digital	2020 - 2021
- Shipped 20+ responsive sites with an average page score above 95. - Introduced a shared review ritual that cut revision rounds in half.	
Junior Visual Designer - Kiln & Co.	2019 - 2020
- Designed labels and packaging used across 30 retail stockists. - Grew the social following through a consistent visual voice.	
Design Intern - Meridian Studio	2018 - 2019
- Prepared presentation boards for three award-shortlisted projects. - Learned to translate rough client briefs into clear design questions.	

Services

Brand identity: Logo suite, Colour and type system, Brand guidelines, Stationery and social kit
Website design: Sitemap and wireframes, Responsive UI design, Webflow or code hand-off, SEO-ready structure
App UI/UX: User flows, Interactive prototypes, High-fidelity screens, Usability testing
Design systems: Component library, Design tokens, Usage documentation, Team onboarding