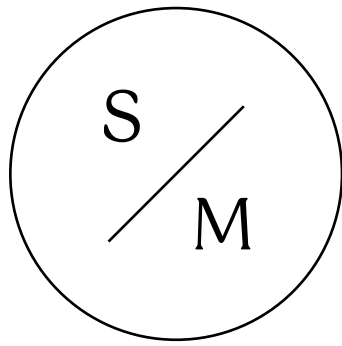




Shubhendu Mitra

PRODUCT DESIGN & UI/UX

SHUBHENDU.CO.IN

A creative professional with over a decade of experience in visual design, product strategy and product design who thrives on time management and project planning.

Skills & Abilities

BRAND IDEATION & RESEARCH | DESIGN STRATEGY & IMPLEMENTATION |
PRODUCT ROADMAPING | DEFINING DESIGN SYSTEM | ADOBE SUITE

Professional Experience

KWA:ZI HEAD OF DESIGN & CO-FOUNDER | APR 2024 – MAR 2026 NEW DELHI

- Defined and owned the agency’s overarching design vision, philosophy, and creative direction.
- Led cross-functional design strategy across branding, digital products, and marketing campaigns.
- Supervised and scaled a team of graphic, UI/UX, and motion designers, ensuring high functional output.
- Acted as a strategic partner in client acquisition, brand positioning, and proposal development.
- Built and maintained design systems, quality benchmarks, and delivery frameworks across projects.
- Mentored and hired multidisciplinary design talent, fostering a culture of learning and autonomy.
- Led client-facing design presentations and workshops, translating ideas into buy-in and action.
- Collaborated with product, tech, and marketing leads to ensure cohesive, scalable execution.
- Oversaw resource planning, project timelines, and team allocation in line with business goals.
- Guided internal branding, visual identity, and the creative reputation of the agency.

KWA:ZI DESIGN LEAD | APR 2020 – MAR 2024 NEW DELHI

- Led visual execution across branding, UI/UX design, and digital interfaces.
- Created design systems, UI components, and brand kits for diverse client needs.
- Collaborated with teams to turn requirements into intuitive designs.
- Managed design workflows from wireframes to high-fidelity mockups to final delivery.
- Ensured all deliverables met accessibility standards, responsiveness, and usability benchmarks.
- Conducted design reviews, prototyping, and user testing for iterative refinement.
- Provided art direction and visual consistency across campaigns and digital products.
- Participated in client meetings and feedback sessions, articulating design decisions clearly.
- Mentored junior designers and delivered constructive critique to elevate team output.
- Balanced multiple projects, maintaining aesthetic quality, functionality, and delivery timelines.

KWA:ZI SENIOR GRAPHIC & UI/UX DESIGNER | APR 2018 – MAR 2020 NEW DELHI

- Developed brand identities and design assets across digital, print, and social platforms.
- Translated briefs into high-quality visual concepts aligned with brand strategy.
- Collaborated with UI/UX and content teams to ensure cohesive multi-channel design.
- Maintained brand consistency while exploring fresh, creative directions.
- Provided feedback and guidance to junior designers, improving design quality across the team.

LOOP REALITY CREATIVE DESIGNER | JUNE 2018 – FEB 2019 HYDERABAD

- Led the branding and identity design for the flagship product, Perspect AI.
- Created and implemented the complete visual system across digital and product touchpoints.
- Produced marketing assets and digital campaigns, supporting product launch and promotion.
- Contributed to product workflows, including user journey mapping and interface planning.
- Worked with founders and devs to align design with product goals and user flow.
- Ensured visual consistency across brand, UI, and marketing materials

MALLCOM INDIA CREATIVE LEAD | JAN 2018 – JUNE 2018 KOLKATA

- Led UI/UX design for the company’s e-commerce platform.
- Spearheaded the rebranding initiative for Mallcom, a leader in PPE manufacturing.
- Designed packaging templates and communication assets for multiple product lines.
- Developed marketing design systems to streamline visual output.
- Created the 35th anniversary logo and produced a milestone brand video.

PEDAGOGUE ASST. CREATIVE MANAGER | JAN 2016 - DEC 2017 KOLKATA

- Designed and executed integrated marketing campaigns across digital and offline platforms.
- Created the UX and UI for the web-based product, including dashboards and showcase pages.
- Designed the company’s logo, brand identity, and supporting collateral.
- Introduced a new visual direction for social media and online outreach.
- Delivered cohesive offline design materials for events and partnerships.
- Built the full UI for the product and marketing site, blending creativity with usability.

BAMBUKAAT CUSTOMS LAYOUT DESIGN ENGG | APR 2013 - JUL 2015 KOLKATA

- Led branding, marketing, and creative direction for custom motorcycle projects.
- Designed blueprints and technical layouts for motorcycle redesign and fabrication.
- Worked hands-on with metalwork and fabrication teams to bring concepts to life.
- Oversaw testing and final deployment of custom-built motorcycles.

Education

B.TECH (E.C.E) IET BHADDAL, ROPAR | 2011 -2015 PUNJAB

DIPLOMA IN GRAPHIC DESIGN M.A.A.C | 2008 - 2011 CHANDIGARH

Languages

ENGLISH | HINDI | BANGLA | PUNJABI