

C P Sushmitha Nair

Experience Designer

[LinkedIn](#) | [Email](#) | [Portfolio](#)

ABOUT

Designer with a background in visual design, currently designing digital experiences for HugoHub and HugoSave across B2B and B2C fintech products. I'm driven by the opportunity to design intuitive, accessible products that improve everyday experiences at scale. I'm particularly interested in designing AI-powered experiences that feel natural, useful, and human-centred.

EDUCATION

DJ Academy of Design

Bachelors in Communication Design | 2021 – 2025

EXPERIENCE

HugoHub | June 2025 - Present

Hyderabad, Telengana

Visual Designer 2

- Designed digital experiences across HugoHub and HugoSave, contributing to product experiences, marketing platforms, and customer-facing journeys across B2B and B2C fintech.
- Built and evolved HugoHub's illustration library and design system, creating a cohesive experience across digital touchpoints.
- Translated complex fintech concepts into clear, approachable experiences through thoughtful information hierarchy and interaction design.
- Designed brand collateral and client-facing assets that strengthened consistency across the HugoHub ecosystem.
- Partnered with product, marketing, and leadership teams to shape digital experiences aligned with user needs, business goals, and the HugoHub brand

World Design Organisation | September 2023 – October 2025

Remote

Young Designers Circle- India Representative

- Represented India in the World Design Organization's Young Designers Circle, collaborating with designers worldwide on initiatives supporting the UN Sustainable Development Goals (SDGs).
- Co-led the visual design team, shaping the visual identity and branding for multiple initiatives, including the Next in Line Design podcast.
- Collaborated with global, cross-functional teams to take projects from concept to execution.

The Irregulars Alliance | December 2024 - March 2025

New Delhi, India

Experience Design Intern - Graduation Project

- Worked on branding and digital design projects for clients including boAt, Budweiser, and Accel Connect.
- Designed an interaction-driven storytelling experience exploring the history and culture of food through research, narrative, and digital media.

Design Brew | May 2024 - June 2025

Bangalore, Karnataka

Design Intern

- Contributed to strategy, ideation, and visual design for hospitality and lifestyle brands, including The Purple Turtles, Kikkli, and Ervana Wildfarms.
- Designed multilingual signage for The Design Brew.

FEATURES & RECOGNITION

- **Taiwan International Student Design Competition** (Special Region Award Finalist- Visual Design)
- **Featured on Packaging of the World**
- **Winner of Game Design Competition** (Biblubox X DJ Academy of Design)

SKILLS

UX Design, Interaction Design, Information Architecture, Wireframing & Prototyping, Design Systems, UX Research, Usability Testing, Product Strategy, Cross-functional Collaboration, Visual Design