

Durgamadhaba Sahoo

UI/UX Designer

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PROFESSIONAL SUMMARY

Detail-oriented UI/UX Designer with a background in Computer Science Engineering. Skilled in Human-Centered Design (HCD), high-fidelity prototyping, and user research. Track record of improving usability metrics by up to 35% through data-driven design decisions and iterative testing. Focused on building accessible, intuitive digital experiences across web and product dashboards.

EDUCATION

Bachelor of Technology in Computer Science Engineering

2022 - 2026

GITA Autonomous College

- Focused coursework: Software Engineering, Human-Computer Interaction, Design Thinking

SKILLS

Design: User-Centered Design, Information Architecture, Wireframing, High-Fidelity Prototyping, Usability Testing, Heuristic Evaluation, Design Systems, Responsive Design, WCAG Accessibility, Interaction Design

Tools: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Miro

Technical: HTML5, CSS3, Git, Visual Design, Basic Motion Design, Micro-interactions

EXPERIENCE

UI/Visual Design Intern - Gaurav Go Games Tech Pvt. Ltd.

Jun 2023 - Aug 2024

Bhubaneswar

- Designed 40+ in-game UI components, including HUDs and menus, for the game "Sena," improving visual hierarchy for 1,000+ internal users
- Developed 25+ high-conversion promotional assets for launch campaigns, contributing to a 15% increase in player engagement and game downloads
- Collaborated with a cross-functional team of 6 to implement a unified design system, reducing development handoff time by 20%
- Conducted 10+ internal usability audits that resolved navigation bottlenecks, improving task success rate by 25%

Graphic Designer - Get Your Guidance (GYG)

Oct 2025 - Dec 2025

Remote

- Executed 30+ visual marketing campaigns, improving brand consistency and increasing social media reach by 22% through optimized layout compositions
- Standardized visual guidelines and 15+ reusable design templates, reducing design turnaround time by 30% for the marketing team

Visual UI Designer - Cherry Glitz

Sept 2024 - Dec 2024

Remote

- Revamped 20+ landing page creatives with a conversion-centered design approach, leading to a 12% increase in Click-Through Rate (CTR) across campaigns
- Applied visual hierarchy principles and optimized 10+ call-to-action (CTA) placements to streamline the user acquisition funnel

PROJECTS

Zurie - Wind Farm Site-Intelligence Dashboard

- Delivered an end-to-end dashboard helping renewable energy teams evaluate wind farm sites on wind potential, terrain, grid proximity, and environmental risk in one place, enabling confident side-by-side site comparison
- Used market-sizing and research statistics to frame the business problem; then structured the interface so the most decision-critical numbers surface first, helping teams act with confidence instead of digging through reports

- Structured the case study narrative around moving users from a scattered, low-trust view of data to a single confident recommendation

PMGX Workspace - Unified Employee Workspace

- Led the full design process for a single home-screen workspace unifying tasks, announcements, learning, team spaces, community, and internal news, reducing the need to switch between 4-6 separate daily tools
- Defined the information architecture and navigation through wireframes before visual design, grouping features around three core actions: start, track, and act
- Built a status-driven interface where color-coded indicators let people see task status and updates at a glance, cutting down the need to read through extra text

Medini - Luxury Handloom Brand Identity

- Built a complete visual identity for a premium handloom saree brand, starting from brand story and competitor analysis through to a positioning framework centered on heritage, craftsmanship, sustainability, and cultural identity
- Created the core brand mark and its construction logic; then shaped a cohesive visual system to carry that identity consistently across the brand
- Extended the identity across 15+ real-world touchpoints, including hang tags, packaging, storefront signage, business cards, and social media assets, for strong consistency across every brand interaction

OSRTC Bus Service App - UI/UX Case Study

- Led an end-to-end redesign of Odisha State Road Transport Corporation's public bus booking platform, from 5+ user interviews and competitive analysis to high-fidelity prototyping
- Simplified the booking architecture, reducing user steps from 5 to 3 and improving task completion speed by 35%

CERTIFICATIONS & ACHIEVEMENTS

- Google UX Design Professional Certificate - Coursera
- Microsoft UX Design Fundamentals Certification
- Rajya Puraskar Award - recognized for leadership and disciplined service by Bharat Scouts and Guides
- Coordinator, Tech Fest "Anwesh" - managed a design team to deliver 50+ digital and print assets
- Trainer, MSME Program - mentored 30+ learners in digital creativity and animation principles