

RUDRA SAHU

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SUMMARY

- **UI/UX, Brand, and Motion Designer** with experience building digital products, visual identities, and growth-focused creative campaigns. Skilled in transforming complex ideas into intuitive user experiences, scalable design systems, and engaging visual narratives. Experienced working with **startups from early stages**, contributing to product strategy, branding, interface design, and motion graphics while driving audience growth through data-informed design decisions.

PROFESSIONAL EXPERIENCE

Founding Product Designer - Sythra

- Helped shape the product vision, brand identity, and user experience from an early stage.
- Led UI/UX design for landing pages, product interfaces, user flows, and design systems.
- Defined the visual language, brand guidelines, and creative direction.
- Created motion graphics, promotional assets, and launch campaigns.
- Collaborated on product strategy and feature development.

UI/UX & Brand Designer - Nivixpe

- Designed product interfaces, brand assets, marketing creatives, and investor presentations.
- Simplified complex fintech and blockchain concepts through user-centered design.
- Developed visual systems and communication materials across digital channels.
- Worked with founders and developers to improve usability and brand consistency.

Vice President - FullStack Club BU

- Led a 70-member team across design, technology, operations, and outreach.
- Managed branding, event promotions, sponsorships, and community engagement.
- Organized 10+ technical events with over 2,000 participants.
- Streamlined workflows to ensure efficient project execution.

DIGITAL PERFORMANCE AND GROWTH

- Generated 3.28M+ impressions through visual campaigns and digital content.
- Achieved 102K+ engagements through branding and content optimization.
- Built and engaged a digital audience of 78K+ users across platforms.

SKILLS

- **Design:** Figma, Adobe Illustrator, Canva, Wireframing, Prototyping, Design Systems
- **Motion:** After Effects, DaVinci Resolve, Motion Graphics, Video Editing
- **Branding:** Brand Identity, Marketing Design, Creative Direction
- **Leadership:** Team Management, Cross-Functional Collaboration, Community Building

EDUCATION

Bachelor of Technology - Bennett University

2024-28