

Britto N

UI UX Designer | Digital artist

"With design thinking as a mindset I am driven by the unending curiosity of finding the 'Why' behind human behaviors."

I have 2 years experience as a Lead Experience Designer at a new-age Gaming product startup. I excel in leading multidisciplinary teams to deliver comprehensive solutions, from conceptualization to execution. My diverse skillsets allow me to approach problems through multiple perspectives hence arrive at holistic solutions. I believe Storytelling and at times gut feelings can solve complex problems.

EDUCATION

B.Des, Exhibition Design

National Institute of Design, Ahmedabad

2015 - 2020

EXPERIENCE

UI UX & Visual Designer // Studio Kostak

2024 - Present FREELANCE

- Helping Businesses and NGOs communicate and engage with users better online by revamping their websites and Brand language.

Lead Experience Designer // Alaric Design Pvt. Ltd, Pune

2022 - 2024 FULLTIME

Project Lead: Company Website Design

- Led the complete revamp of the company website for a **global showcase in Taiwan**, playing multiple roles including UX/UI design, visual design, creative direction of animation, and developer communication. [Check the website here](#)

UX Lead: Product App Design

- UX Foundation:** Spearheaded the UX design process for a unique product app central to control and customize product features. Established Information Architecture, created wireframes, and developed low-fidelity prototypes to ensure solid app functionality.

- UI Design Direction:** Directed the UI design phase, solved tricky challenges, ensuring the app is intuitive and enjoyable to use. [\(Project available for presentation over a video call upon request\)](#)

Project Lead: User Research & Product Positioning

- TG Identification and Engagement:** Implemented creative Research strategies, including curated Reddit posts, to expand target group reach and collect responses. Conducted in-depth research and leveraged personal gaming experience to identify and connect with potential target groups.
- User Segmentation Analysis:** Developed detailed user segmentation graphs, distinguishing gamer and creator archetypes, which informed product positioning and refined brand expression.
- Product Positioning:** Identified key trends in the gaming furniture market and among PC setup users to strategically position the products in the market.

Digital Experience Designer // Self-employed

2020 - 2022 FREELANCE

Web UI Design

Client: CSMVS Museum, Mumbai

Web Illustration Design (Worked as a part of IF Studio)

Client: Global Network of Water Museums

3D Environment Design for a VR Experience

Client: Oysterr Digital India Private Limited

3D Environment Design for a Product Teaser

Client: Alaric Design

Commission-based Illustration and Art Projects

Various clients

Experience Design Intern // Living Waters Museum, Ahmedabad

2019 - 2020 GRADUATION PROJECT

Designed an Interactive Fictional Narrative on stepwells focused on Inducing conversations among children on the role of heritage spaces in water usage and conservation.

My key responsibilities include writing the entire **story, developing visual narratives and building 3D environments** of the experience.

WORK

 [Portfolio](#)

 [Artworks](#)

CONTACT

 91590 12017

 [Professional Profile](#)

 britto_n@alumni.nid.edu

LANGUAGES

English (Fluent)

Tamil (Native & Fluent)

Hindi (Fluent)

Malayalam (Conversational)

HARD SKILLS

User & Market Research

Competitive analysis

Critical Data Analysis

User Personas

Creative Problem Solving

Brand Expression

User flow

Information Architecture

Wireframes

Prototyping

UI Design

Creative Direction

Conceptual Design

Digital Content Creation

Video editing

Copy Writing

AI Visual Generation

Prompt Engineering

Experiential Design

SOFT SKILLS

Listener

Observant

Compassionate

Leader

Team Player

Kind Hearted

Patient

Adaptable

Open-minded

Curious

Problem Solver

Charitable

Supportive

Quick learner

Empathetic

TOOLS

Figma

ChatGpt

Photoshop

Midjourney

Illustrator

Blender

ACHIEVEMENT

Winner, Hexcode awards

Interactive Installation Design

2018

INTERESTS & HOBBIES

Psychology

Discussing Mental health

Entrepreneurship

Philosophy

Leadership

Behavioral science

Chess

Digital art

Reading Non-fiction

Cooking

Playing with type

Long Walks

Singing

Feeding Strays