Akshay H Potdar

Graphic Designer | UI/UX Designer

Glasgow, United Kingdom | akshaypotdaruk@gmail.com | +44 7920565234 | LinkedIn URL | Portfolio

Professional Summary

Graphic & UI/UX Designer with 4+ years of experience delivering user-centred digital products, brand identities and visual communications across retail, marketing and technology environments. Skilled in translating business and user requirements into intuitive interfaces and engaging brand experiences across mobile apps, kiosks, dashboards, websites and marketing campaigns. Proficient in Figma and Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, XD), with expertise in UX research, user journeys, wireframing, prototyping, design systems, visual hierarchy, typography and responsive design. Combines creative thinking with a user-focused approach to deliver engaging design solutions.

Education

MSc in User Experience and Interaction Design | Glasgow Caledonian University, Glasgow, UK | 2024 – 2025
Bachelor in Visual Arts | Karnataka Chitrakala Parishath, College of Fine Arts, Bengaluru, India | 2017 – 2021

Certifications

Mastering Presentation Design, Skillshare
Claude Design Fundamentals, Coursera
Adobe Illustrator Course, Udemy
Adobe After Effects: The Ultimate Masterclass, Udemy
Master Digital Product Design, Udemy

Skills & Expertise

Graphic & Visual Design: Graphic Design | Visual Design | Brand Identity & Branding | Typography | Layout & Composition | Illustration | Digital Design | Campaign Design | Marketing Collateral | Social Media Design | Landing Page Design | Newsletter & Email Design | Presentation Design | Print Design | Visual Storytelling | Creative Concept Development

UI/UX & Digital Product Design: UI Design | UX Design | User-Centred Design | User Research | User Journey Mapping | Information Architecture | Wireframing | Prototyping | Interaction Design | Design Systems | UI Components | Mobile App Design | Dashboard Design | Kiosk Interface Design | Responsive Design | Usability & Accessibility | User Flow Design

Design Tools & Professional Practice: Figma | Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, XD) | HubSpot | Motion Graphics | Video & Multimedia Design | Design Thinking | Creative Problem-Solving | Stakeholder Engagement | Client Communication | Cross-Functional Collaboration | Design Presentation | Project Coordination

Work Experience

Nitro Solutions, UK **Jan 2026 – Present**
Graphic & UI Designer

- Designed user-centred retail marketing experiences across posters, promotional banners and social media assets, combining visual hierarchy and interaction principles to improve campaign visibility and customer engagement.
- Optimised mobile app experiences by designing promotional deals, refining UI components and structuring intuitive user flows, enhancing usability, navigation and consistency across customer journeys.
- Applied UX and interaction design principles in Figma to develop intuitive kiosk interfaces and administrative dashboards, improving information hierarchy, task flows and ease of use across digital touchpoints.
- Mapped user journeys and translated business and customer requirements into clear interface structures, balancing usability, accessibility and brand consistency across mobile and retail environments.
- Created digital screen content and in-store experiences with a focus on content hierarchy, visual clarity and user interaction, supporting faster comprehension and more engaging customer experiences.
- Developed food store menus, festive campaigns and culturally relevant visual concepts, applying user-centred information presentation to make product and promotional content more accessible and engaging.
- Delivered integrated UI/UX solutions across mobile applications, kiosks, dashboards and physical retail environments, using Figma to prototype, refine and communicate design concepts throughout the product design lifecycle.

MathCo, India **Oct 2021 – Aug 2024**
Graphic Design Associate

- Elevated social media and digital advertising experiences through engaging visual concepts, strengthening brand visibility, audience interaction and customer acquisition while contributing to sales growth.
- Translated marketing and business requirements into landing pages, blog banners, newsletters and presentations, applying UX principles, visual hierarchy and content structure to improve digital engagement and communication.
- Collaborated with cross-functional teams to shape user-focused digital touchpoints, balancing usability, visual appeal and brand objectives across web and marketing experiences.
- Contributed to TheMathCompany's rebranding programme through editorial design, spot illustrations and branded collateral, establishing cohesive visual experiences across client-facing and corporate environments.
- Designed branded experiences for client visits and events, applying layout, typography, visual hierarchy and information design to communicate complex content clearly and consistently.
- Produced illustrations, video thumbnails and multimedia assets across photoshoots, video production and digital campaigns, strengthening visual storytelling and audience engagement.
- Applied Figma and user-centred design principles to develop and refine digital concepts, combining UI design, content hierarchy, interaction considerations and visual storytelling across multiple customer touchpoints.