

ABHA MAHTO

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UI/UX Designer

abhamahto2403@gmail.com | +91-8920691747 | My Portfolio

EDUCATION

BIRLA INSTITUTE OF TECHNOLOGY

B.S ANIMATION & MULTIMEDIA
Apr 2019- May 2022| Delhi, IN

LINKS

Behance:// [abhamahto](#)

Framer:// [abhamahto](#)

LinkedIn:// [abhamahto](#)

Instagram:// [abhamahto01](#)

COURSEWORK

GRADUATE

Design thinking, visual design (color, layout, typography), storytelling and storyboarding for user flow, motion graphics and animation for micro-interactions, visual communication, and user research with usability testing.

SKILLS

UI DESIGN & ANIMATION, PROTOTYPING

Prototyping

Rapid prototyping using Figma, XD, Marvel, Invision etc · Interactions and transitions with Figma.

UI Design

Style guide, Design System, Wireframe, Prototype, UI Design, Icon Design, Page Layout-Negative Space, Design Elements.

UI Animation

Micro Animation, Interactions, Splash Screen Navigation, Transitions.

Software known

Figma • Adobe XD • Illustrator • Photoshop • After Effect • Premiere Pro. • Adobe Animate

INDUSTRIES CATERED

Construction • E-commerce • Manufacturing • SaaS • Fintech • Healthcare • Lifestyle •

EXPERIENCE

SHVASA | USER EXPERIENCE DESIGNER

April 2024 - Present | Bengaluru (Remote)

- Redesigned the platform's visual language for the website and app, creating dashboards, internal pages, and 10+ landing pages, including a self-checkout subscription page, which improved CTR from 4% to 27%
- Designed and launched key features such as the "28-Day Plan," "Post Class," and "Nutrition Platform" to help users build consistent habits and stay engaged. These features enhanced user retention through a structured, goal-oriented approach while streamlining data entry, saving 40% of nutritionists' time and increasing consultation capacity from 80 to 120 users per month.

WORXWIDE | USER EXPERIENCE DESIGNER

Nov 2022 - April 2024 | Gurugram

- Led a team of 2 designers, 2 frontend developers, & 8 backend developers to revamp and restructure the product experience of the platform, reducing 90% navigation time. Won the Mountain Movers award in Q1 of 2023 for on-time delivery of all milestones.
- Composed order and reorder flow for web applications that facilitating the current users to order in 5 simple steps which resulted in retaining customers with a 23% increase in DIY (Do it yourself) orders
- Conducted 24+ interviews, 12+ Focus Groups, 35+ behavioral exercises with users that resulted in reduced 90% navigation time. Increased usability for the demography (middle-aged person is 2nd/3rd Tier cities) by 74%.

NETBRAMHA UX DESIGN STUDIO | USER INTERFACE DESIGNER | VISUAL DESIGNER

Jun 2022 - Oct 2022 | Bengaluru (Remote)

- Designed systems from scratch for 2 products, defining colors, typography, button/input states, and 17+ components to enhance accessibility and usability.
- Illustrated 8+ splash screens for seamless mobile onboarding and created 12+ brand collateral iterations for a fintech app, including logos, business cards, and social media assets

BROADCAST2WORLD | DESIGN INTERN

Jan 2021- June 2021 | Gurugram (Remote)

- Reiterated visualisation by examining motion film processes and gaining a thorough grasp of form design, storyboarding, character design, typography, & colour theory, thus saving 60 hours. Illustrate and animate 15+ motion videos utilizing various design processes.

CERTIFICATION

• **Foundation of user Experience (UX) Design** (Google UX Design professional Certificate) | Jan 2022

• **UX Design Process: Empathize, Define and Ideate** (Google UX Design Professional Certificate) | Mar 2022

• **Bulld Wireframes and Low-Fidelity Prototypes** (Google UX Design professional Certificate) | April 2022