Ratul Das

DESIGNER

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Designer who transforms ideas into intuitive digital experiences, driving user growth and business impact through research-led design.

EXPERIENCE

Aerotalk

Co-founder

August 2025 – Present

- Independently and collaboratively led end-to-end design for 2 mobile apps and multiple websites, from ideation to interactive prototyping and developer handoff.
- Created personas, user flows, journey maps, wireframes, and high-fidelity prototypes, ensuring each product aligned with user needs and business goals.
- Crafted UX copy across interfaces microcopy, onboarding flows, and CTAs to enhance clarity, tone, and emotional resonance.
- Worked closely with developers, translating design ideas into real, usable products through clear handoffs and collaboration.

Fueler

Founding designer & generalist

May 2023 – August 2025

- Created Fueler's brand module (B2B) from scratch - User research, landing page, dashboard design both for users and brands, different modals & included some micro-interaction.
- Revamped general user dashboard - Created the full-width dashboard screens to showcase information more clearly and visually appealing.
- Created a multiple landing pages for different Fueler's product
- Implement multiple features in user profile page and brand recruiting page, which leverage the company's vision.
- Crafted all social media creatives and visual assets, maintaining a consistent design language across platforms and boosting Fueler's digital presence.

As a sole designer, worked under a creative founder I gained a lot of insights about design along with UX writing and copywriting. Responsible for revamping previous pages and implementing the new features which grows Fueler from 2500 users to 50,000+ users.

EDUCATION

B.Tech in Computer Science Engineering

2021-2025

University of Engineering & Management (UEM), Kolkata

SKILLS

Core capabilities

Project scoping, Stakeholder Communication, B2B Design, Feature Planning, Founder's Branding, Copywriting

UX Design

User Research, Design System, Wireframing, Prototyping, Micro-interaction, Visual Design

Tools

Figma, Jitter, Rive, Spline, WordPress

Languages

English, Hindi & Bengali