

Education

Hindustan University

MAY 2008

B.Sc. Computer Science

Skills

Design & Prototyping

Balsamiq, Photoshop, Illustrator, Indesign, AdobeXD, Figma, Zeplin, Invision, Flowmapp, HTML, CSS, Rapid Prototyping, Miro, UXPressia

Research

User Research, Experience Strategy, Usability Testing, Task Analysis, Heuristic Evaluation, Content Analysis, Personas, Competitive Analysis, User Scenarios, Mental Models, User Journeys

Experience

Lead – UI/UX Designer @ BlueOrbit Technologies

September 2021 to Present

I led the design system, branding and helped to set product direction and manage working with 10+ designers. I designed new features and overhauled the visual design for product and marketing. I created the hiring criteria and interview process for the design team and to the management.

Senior UX Designer @ Tenth Planet Technologies Pvt Ltd

August 2010 to September 2021

I joined Tenth Planet Technologies as a trainee and evolved as a senior ux designer specialized in user interaction, psychology of interaction design, user centred design, mobile ui/ux design, analytical dashboard design.

- I designed the web applications, mobile applications, website pages, analytical dashboard designs, the user flows and visual styles for products and services.
- Create and apply competitor analysis and strategies across branding and product design to create user personas and customer journey.
- Responsible for User Research, Information Architecture, Interaction and Visual Design, Prototyping and User Testing across web.
- Collaborate with product managers, developers to help define product requirements and road map.
- Worked closely with ETL developer, data engineer, data analyst to design various design projects for big data analytical dashboards.
- I designed all of the branding, user experience, visual designs, presentations and print materials for the marketing and sales team.

Customer Care Executive @ Blue Star Ltd

June 2008 to May 2009

- Handling and Logging Customer calls
- Managing MIS report

Projects

Roles & Responsibilities

As a designer to manage complete design experience and architect the content flow to meet the user's experiences. I collaborated with developer teams and managed a wide variety of analytical dashboard designs for big data. My responsibilities included heuristics analysis, wireframes, sitemaps, user flows, concept sketches & visual design.

Distribution Management

key supply chain execution metrics and supplier performance

Retail Management

sales progress, customer behavior to improve business performance

HR Management

entire all-in-one workforce management and payroll analytics

Restaurant Management

accurate and comprehensive view of restaurant's key functions

Supply Chain Management

empowering business users with less IT dependency

Upsell and Cross sell Management

the model recommends which insurance product to sell to which existing customers

Chat App – Android Mobile

as a freelancer, involved end-to-end design thinking process from empathize, define, ideate, prototype, test

Asset Management

Designed asset management for education institution to manage and control students, staffs activities and datas

Learning Management System

In LMS, i have created role based design and make collaboration between the role.

Relevant Academic Courses

The User-Centred Design (UCD) Process Get certificate

<https://www.udemy.com/certificate/UC-799a9b33-a23d-41c5-8438-601a295624f1/>

Learn Figma: User Interface Design Essentials – UI/UX Design

<https://www.udemy.com/certificate/UC-d02006f5-3062-4990-a67f-7ed82c2bf101/>

Masterclass in Design Thinking, Innovation & Creativity

<https://www.udemy.com/certificate/UC-8af670cd-2b83-4ac0-a70e-57dde4234be6/>

UX Design Mastery – User Experience Design Crash Course

<https://www.udemy.com/certificate/UC-b470a77a-b2b7-4b67-97d8-a8ca8cd92127/>

Information Architecture (IA) Fundamentals

<https://www.udemy.com/certificate/UC-e8a564bd-1064-4053-bd07-55908494294f/>

Mobile User Experience (UX) Design

[Interaction Design Foundation](#)

Human Computer Interaction (HCI)

[Interaction Design Foundation](#)

Psychology of Interaction Design: The Ultimate Guide

[Interaction Design Foundation](#)