

Education

- International school of business & Media, Kolkata India
Post Graduation in Media Management (Advertising) | 2010-2012
- PRSUV University, Raipur India
Bachelor of commerce | 2006-2009

Certifications

- Interaction design Foundation
AI for Designer | Pursuing
- Workshop
GenAI workshop for Designer | 2024
- Interaction design Foundation
Design Systems Blueprint: Comprehensive Strategies for Success | 2024
- Google
Foundations of User Experience (UX) Design | 2023
- Interaction design Foundation
Accessibility: How to Design for All | 2022
- Interaction design Foundation
Design Thinking -The Beginner's Guide | 2020
- Udemy
UX Audits Using Heuristic Evaluation | 2018

Skills

- Experience Design, Design thinking, Service Design, User Research, Usability Testing, Information Architecture, Design System, Prototyping, Wireframing, User-Centered Design, Persona, Accessibility, Design Sprint Plan, Design Thinking, UX Audit, Product Design, Team Management, Stakeholder Management, Cross Functional Collaboration, Problem solving Critical thinking, Agile Methodology

Design Tools

- Figma, Figjam, inVision, Sketch, abstract, XD, Photoshop, illustrator,

Aglie Collaboration /MS Tools

- Jira, Trello, Ms word, Powerpoint , Excel

Professional Summary

- Experienced UX Design Specialist passionate about simplicity and innovation. I've crafted digital products across Fintech, E-commerce, Travel, Sports, Fitness, Entertainment, Social Media, and Health. Skilled in managing the design process from concept to delivery, with expertise in user research, prototyping, usability testing, and design systems. Committed to enhancing user engagement and satisfaction through thoughtful design solutions. Now expanding skills as an AI design practitioner.

Work Experience

- Accenture (Bengaluru, India)
User Experience Arch Specialist | Jun 2021 - Present
 - Led UX design for 3+ projects for diamond and platinum clients, enhancing satisfaction by 20%
 - Spearheaded UX/UI team for a digital commerce product, securing a major MNC as the first client within a month
 - Resolved critical UX issues for a global fintech product, improving user retention by 15%
 - Mentored 5 UX designers, boosting team productivity by 25%
- Innodeed Systems Pvt Ltd (Bhilai, India)
UI/UX Designer | Apr 2017 - Jun 2021
 - Led a digital KYC project, increasing credit card sales by 40% and securing 3 fintech clients.
 - Created UX solutions for a PWA booking system, increasing user engagement by 30%.
 - Partnered with stakeholders to design a car rental product, improving satisfaction by 25%
 - Redesigned a contactless food ordering service, boosting engagement by 35% and satisfaction by 20%.
 - Mentored 3 junior designers, enhancing team efficiency by 20%.
- Xymob (Bhilai, India)
UI/UX Designer | Jul 2015 - Mar 2017
 - Enhanced a sports team management app, increasing engagement by 20%.
 - Designed a workflow management system, improving productivity by 15%.
 - Developed design guidelines for web and mobile apps, ensuring a 95% client approval rate.
- Globussoft Technology Pvt Ltd (Bhilai, India)
UI/Graphic Designer | Jul 2013 - Feb 2015
 - Led the design for 10+ web and mobile apps, increasing engagement by 25%
 - Created marketing materials, increasing brand visibility by 30%.
 - Headed the social media department and mentored young talent, boosting team productivity by 20%.
- Febmail Digital Solutions (Raipur, India)
Digital Marketing Executive | Oct 2012 - Jun 2013
 - Implemented social media strategy, increasing traffic by 35% and leads by 25%
 - Mentored 3 interns, pitched to 5+ clients, and designed marketing materials, boosting client acquisition by 20%.

Internships

- Step Ahead Business Consultancy (Raipur, India)
Marketing Intern | Sep 2011 - Dec 2011
- Dentsu Marcom Pvt Ltd (Mumbai, India)
Advertising & Marketing Intern | Mar 2011- April 2011
- HelpAge India (Nagpur, India)
NGO Intern | Oct 2010- Nov 2010