



UX Designer

Interdisciplinary Designer specializing in **accessible, user-centered solutions** with over **2 years of experience** in design thinking and user research.

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Education

M. Des. (in HCD)

SPA, Bhopal

Aug 2022 - Apr 2024

B. Arch. (Architecture)

CET, Bhubaneswar

Aug 2015 - Jun 2020

Skills

UX Design

User Experience, Interaction Design, User Interface, Usability Testing, Prototyping, Wireframing, Design System

User Research

User Interview, Quantitative & Qualitative Analysis, WCAG Accessibility, Ethnography Research, Competitive Analysis, Diary Study, Design Strategy, Journey Mapping, Information Architecture, User Personas, Heuristic Evaluations

Software

Figma, Adobe Creative Suite, Fig Jam, Generative AI Tools, Miro, Voiceflow, HTML/CSS, Procreate, AutoCAD, SketchUp

Visual Design

Typography, Branding, Color Theory, Design Principles, Iconography, Publication Design

Technical Skills

Creative Problem Solving, Adaptable, Iterative Approach, Data-Driven Decision Making, Visual Thinking

Experience

ADD Vector - Unit of 3 Lanterns Media LLP, Bengaluru | UX Designer | Jan 2024 - May 2024

- Led user research involving 25 in-depth interviews and an 80%-response survey to identify critical accessibility issues in pharmaceutical e-commerce, improving usability for visually impaired users
- Designed and implemented accessibility solutions, increasing task completion rates by 40% and reducing navigation errors by 30% based on targeted research insights
- Presented research findings to stakeholders, driving a 25% increase in accessibility improvements and reducing user complaints by 20% within the first month
- Enhanced WCAG 2.2 compliance, resolving usability issues and raising the compliance score from 70% to 95% for visually impaired users

Jeet Visual Arts, Kolkata | Visual Designer | Jun 2022 - Dec 2023

- Utilized composition, typography, and visual design principles to craft marketing materials, achieving a 30% boost in brand impressions
- Collaborated cross-functionally to create visually engaging content, leading to a 20% increase in social media engagement and a 10% rise in brand followers within three months
- Contributed to ideation sessions to craft designs that resonated with target audiences, boosting brand awareness by 30%

S. K. Das Associated Architects, Bhubaneswar | Architect | Dec 2020 - Sep 2021

- Created visually balanced marketing materials using principles of composition
- Worked with architects, designers, and contractors to create designs aligned with business goals and user-centered needs, ensuring cohesive project vision

Achievements

IndiaHCI 2024 Conference: Selected for Student Research Consortium

DDSDC Communication Design, D'source DIC-BHU SDGs Design Challenge:

- DDSDC 1B Winning Entry (2024)
- DDSDC 2B Winning Entry (2024)

FMCCI Logo Design Contest 2023: Winner