



# DIBRU MARDI

## UX/UI Designer

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[dibrumardi.xyz](http://dibrumardi.xyz)

Bengaluru

### PROFILE SUMMARY

Passionate UX/UI Designer, Solving problems, Creating delightful experiences and Helping businesses achieve their goals through design for the last 4 years. Having experience working with both startups and Large-scale organisations, I delivered two pioneering products, increasing user engagement by 60% on the Cricket analytics Tool and annotation efficiency by 40% on the Annotation Tool leveraging AI, ML & Computer Vision.

### SKILLS

User Research, User-centred Design, Human-Computer Interaction, User Flow, User-persona, Affinity Mapping, Brainstorming, Information Architecture, Competitive Analysis, Journey Mapping, Heuristic-evaluation, Market Analysis, Wireframing, Rapid Prototyping, Interaction Design, Motion Design, Usability Testing, Data Analysis, Prototyping, Data Visualisation, Root cause analysis, A/B Testing,

### WORK EXPERIENCE

#### JIO platforms Limited

Dec, 2021 - Present

##### Assistant Manager (UX/UI Designer)

- Led User Research, Design and Testing for diverse projects spanning various domains leveraging AI & ML.
- Delivered a mobile cricket analytics tool, increasing user engagement rate by 60% and increasing annotation efficiency by 40% on the Image Annotation tool using computer vision.
- Received written appreciation from vertical stakeholders for exceptional performance.

#### Tribehood Digital Solutions and Merchandise LLP.

June, 2020 -Dec 2021

##### Visual Designer

- Designed the initial draft of the Company's Landing page and Brand Identity.
- Created various graphic content required by the company including Promotional Materials, Social media Graphics and other visual content.

#### Reality Cam (Youtube Channel)

Sept, 2015 -Dec 2019

##### Cinematographer & Film Editor (Part-time)

- Planned and executed visual concepts, capturing quality footage, considering framing, compositions and camera movement.
- Edited Raw footage into an engaging narrative ensuring seamless transitions and overall visual consistency.

#### Yellowcrafts.com

Sept, 2016 - Dec, 2017

##### Graphic Designer (Part-time)

- Created logos, Posters, banners and graphics for digital and print media.

### PROJECTS

#### Cricket Intelligence Platform

[Case Study Link](#)

- Converted Web application to Intuitive Mobile application.
- Restructured information architecture for quick and easy navigation.
- 60% Increase in User engagement rate
- Elevated User experience through Innovative problem solving

#### Document Annotation Tool

[Case Study Link](#)

- Single Handedly Crafted the Product
- Minimised Clicks, hence a 40% increase in efficiency to annotate a single Image
- Unique approach to solve complex Problems

### EDUCATION

#### B.E (Electronics & Communication Engineering)

June, 2014- Oct, 2018

[Birla Institute of Technology, Mesra](#)

## CERTIFICATES

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**Product Management Cerification**

Apr, 2023 - June, 2023

[Product Management Launchpad by Airtribe](#)

**Full Stack UX/UI Design Certification**

June, 2021- Jan, 2022

[Masai School](#)

## SOFT SKILLS

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Problem Solver, Time Management, Critical Thinking, Team Player, Adaptability, Leadership, Effective communication, Empathy, Attention to Detail,

## TOOLS & TECHNOLOGY

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Figma, Framer, Webflow, HTML, CSS, J-Query, Photoshop, Illustrator, Premiere Pro, After Effect,

## LANGUAGES

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English, Hindi, Santhali,

## HOBBIES & INTERESTS

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Music, Movies, Games, Photography, Fitness, Travel, Reading Self Improvement Books,

## SOCIALS

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 [Linkedin.com/dibrumardi0208](https://www.linkedin.com/dibrumardi0208)

 [behance.net/dibrumardi](https://www.behance.net/dibrumardi)

 [dribbble.com/DibruMardi](https://dribbble.com/DibruMardi)

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