

Resume

SWARUPYA DUTTA

UX/UI Designer

Senior UX designer with 5+years experience and specialization in complex web application design. Lead designer with an effective usability design process.

A failed entrepreneur with the vision of creating the visual benchmark of a career, Started working for a start-up with various business areas and domain exposures. A structured and a consistent approach towards learning and developing respective skills.

Executed various workshops with UX process and design principles and executed various applications consumable in various experiences.

Managed and delivered various projects with team of 15+ members



PricewaterhouseCoopers (PWC)

Senior Consultant Designer Oct 2020 - Present

Infosys

Senior Interaction Designer Dec 2019 - Oct 2020

Mobinius Technologies Pvt. Ltd

Ux/Ui Designer June 2017 - Dec 2019

June 2016 - June 2017

Freelancer

Ux/Ui Designer

9830091529 / 7980464603

https://www.linkedin.com/in/ swarupyadutta/

> https://www.behance.net/ swarupya

> swarupyadutta@gmail.com



UX Desisgn Interaction Design Visual Design Usability Testing User Research Data and Analytics Personas User Scenarios Information Architecture WireFrames Prototype Photography Videography Investigating and auditing Innovative Thinking

Initiative Driven Client Engagement Teamwork and Team Leadership Project Management Requirement Gathering Product Design



Design Leadership

Team leadership

Content Strategy

Sketchapp Adobe XD Photoshop Premiere Pro Illustrator Lightroom Invision Pen and Paper Figma



Bachelors in Technology (BTech)

Information Technology (IT) NITMAS (WBUT) West Bengal

High Secondary

CBSE, Indira Gandhi Memorial High Sc.

Secondary

ICSE, St Stephens School



A fan based franchise app for layalties

Designed application for fans to collect merchendises and follow teams action across the IPL session



A digital portal for skill assessment of KSA citizens

Supported with an onsite role and designed and developed user journeys for more than 24+ personas for the organisation. Also designed 300+ mockups and prototypes which helped in the digital development of Saudi Arabia Educational Commission, which in further helped create a roadmap for KSA citizens with general technical language skill units, which helped in identifying employment opportunities across KSA

Adobe

Style Guide

Power BI Styleguide

Customer Journey

Revv (A Search Tool)

A full features style guide for revamping all dashboards under Adobe Management to have a seamless experience and a aesthetic similarity across dashboards

A web application made to track visitors journey across pages in adobe.com Customer Journey A web application used to store all the accessible dashboards links to find in one (A Search tool) place with request access granted for specific user access





Inventory, CXO, Tracking Dashboards

A full featured dashboard for companies with different analytical dashboards, provided a knowledge of data and analytics as well as a user interface layer



Health App

SOLO (Questionnaire Mngmt System)

ESG Tool

A application specifically built for PWC Japan employees for tracking of the health and vaccination details of all the employees as well as

Project and Partner mngmt system

Health App

System

Project and Partner Mngmt

integration with Fitbit

A full dashboard for the Partners within the org. for managing the projects, team managers and team members within a project

A web application for different functional teams across all countries where PWC offices are located used for sending, creating and customising set of questions for travellers across locations

ESG Tool A web application for different levels of industry to make, track, and examine companies across levels of environment, social and governance, famously known as ESG assessment by PWC



using ML Techniques

Retail and corporate forecasting and banking solutions

Designed a end to end solution for corporate as well as retail customers for efficient analysis of data forecasting, next best offers

Fintech Solution

Designed a functional app for both customers and the on filed users to keep onboarding customers and a platform for customer to buy products offered by the company



XX RBS

Designed a full design treasury management system for NATWEST and RBSI consisting of 50+ modules, and lead a team of 5 UX designers and 8 Ui developers

Frontier Markets

Saheli (e-commerce and servicing app)

A application specifically built for the rural woman to modernize their living through e commerce formulaand provide products for growth of rural communities by placing orders for needs provided by business

WMS (Warehouse Management System)

OE (Operations Executive)

A fully working warehouse management system for storage outgoing and incoming items across various warehouses

business A mobile application build for the delivery executives to manage track pickup and deliver products and maintain servicing request reaised

PEPSICO

Design Document and Revenue and sales Dashboards

Designed a full design document for PepsiCo Canada for their revenue, sales nd performance dashboards for reference in building the PowerBI dashboards, also designed 2 full fledged dashboards for sales and revenue

BRIDGESTONE

Fleet Management App

Designed a end to end solution for supervisors and upper hierarchies for managing a service fleet for vehicles of a vendor agreement of maintenance and tyre checks for all the vehicles





ITQ Inhouse and online training app

A online training application an management system for all the students and training centres across pan India



Income Tax Department

Hiranandar creating better community

Designed and successfully released 3 ITR forms varying across different user base, and user tested against usability



AMS

WoW

AMS (Asset Management System)

A application build for the warehouse working team to keep track of the devices assigned of their ADE, CTL, CRM, CDM and ZE's

WoW (Ways of work)

A application build for the warehouse working team manager to keep track of the performance and activity of the team members

eligibility of the applicants for past records within the organisation and BGV checking

A application build for the Human resource group for mass hiring and checking the

BSA (Biometric Security Authenticator)

simultaneously

NSEAPS

BSA

A Internal stock tracker application for companies to keep, update and check their stocks related updates and features across different busnesses



USV Pharma

Designed a web application for doctors and a functional mobile app for medical representatives for updates on new launches and a detailed app for various use cases for MR's





Internal Quiz Application with

Gamification Techniques Implemented

Qart

application where

made syncing ease

A travel E-commerce based

travelling and buying items



quality checks for all materials as well as the press for parts

making required for the production of the car

Press Quality Check

Management System A quality check application module for Toyota to measure all the





Blockchain Assets TrackingSystem



A chatbot for each services designed and architecture for ease for use

CISCO

CISCO SecCon



Hiranandani Hospital

Appointment tracking application for doctors and

rescheduling and auto sending details with the

patients for appointments scheduling and

help of Geo - fencing technology

Appointment Booking App

Dr. Reddys Lab. (3 Products)

shipments and the parts of the manufactured vehicles

A blockchain application build for Ford Otosan To keep track of the

Icreate - A Standard Operating Procedure Creator Islate - A Digital Interactive Document Viewer Timesheet - A Standard timesheet application for the organisation



Sigma Studios

AHEAD OF WHAT'S POSSIBLE™ A modular and customisable Car Audio Tuning application designed for audio engineers for vehicle audio system tuning