

## Skills

### Softwares

- Figma
- Sketch
- Maze
- Photoshop
- Teams
- Descript
- Adobe Premier pro
- Notion
- Framer
- Proto.io

### Methodologies

- Visual communication
- User interviews
- Interaction Design and Information Design
- Wireframing and user journey
- User research and user persona
- Usability
- Low to high fidelity prototyping

## Education

### Certifications Courses

MyCaptain (UI/UX design)

Google Coursera UI/UX design

**PG, Asian College of Journalism, Chennai**

JULY 2018 – MAY 2019

PG in Broadcast Journalism

**BSC, ILEAD, Kolkata**

JUNE 2015 – APRIL 2018

B.Sc in Mass Communication

## Links



[LinkedIn](#)



[Dribbble](#)

## Work Experience

### UI/UX Designer | Apricot Planet Pte.Ltd | Singapore

Sept. 2023 – Jan. 2024

- Conducted a **competitive analysis** of existing features and user feedback.
- **Redesigned state-of-the-art editing dashboards** that reduced the operational time by **85%**
- Improved navigation and accessibility, streamlining user interactions which increased the **download rate by and click rate by 15%**.
- Introduced new features and functionalities to meet evolving user needs.
- Collaborated with development teams to ensure seamless implementation of the revamped design.
- Conducted **thorough testing** and gathered user feedback for continuous improvement.
- **150,000 people in JAPAN**, successfully revamped website flows and navigation menus, resulting in a **30% reduction** in misdirected customer service queries and increased traffic to previously overlooked pages.

### UI/UX designer | Brandope | Hyderabad

Feb. 2022 – Aug. 2023

- Designed and Collaborated with **8+ stakeholders** to design end-to-end workflow of **5+ company domains** like Wipro, AllCloud, CyDrive, Aggne, Divergence **and 200+ employees**.
- Contributed and executed end-to-end UX process of **8+ projects** research, problem redefining, Information Architecture, user flows, wireframes.
- **Identified, documented and reported** on technical impacting interface performance.
- Took charge of producing a customer **magazine, e-newsletter, and landing page**, effectively enhancing user experiences while supporting strategic objectives.
- Managed design templates and brand consistency at M.E.A.T.S.

### Designer/Reporter | Deccan Chronicles | Hyderabad

Feb. 2020 – Jan. 2022

- Edit content from reporters and news agencies for accuracy and clarity.
- Collaborate closely with the team to contribute **insights on page layout and visual presentation**, ensuring a harmonious blend of text and visuals.
- Rewrite content to align with the established house style and guidelines.
- Craft compelling and attention-grabbing headlines for articles.
- Conducted **UX research** to align content with user preferences, enhancing engagement.
- Identified unique topics through **UX research, diversifying content for audience appeal**.
- Ensured responsive design, fixed issues, and improved loading speed for a seamless experience.