

Jyotirmoy Boral

FREELANCE PRODUCT DESIGNER

I help craft digital experiences from 0→1 through strategy, product design and visual identity. Demonstrated history of working with startups in the e-learning, e-commerce and ai/tech industries.

WORK EXPERIENCE

Freelance Designer / IUDX, IISc

APR 2024 - PRESENT / Freelance, Remote

Executed a visual and UX overhaul of the web designs for data exchange platforms like GSX (Geo-spatial Data Exchange) and ADeX (Agricultural Data Exchange) and their respective Consumer/Provider platforms.

Freelance Designer / Berrywise

JUN 2024 - PRESENT / Freelance, Remote

Building a world-class Wealth management platform with advanced portfolio analytics tailor made for institutional investors to unlock the full potential of their portfolios, optimise performance and mitigate risk. I helped audit and redesign Berrywise's existing wealth management application. Currently working on shaping the design strategy and identity for new end-to-end features of the platform like Markets, Reports and GenAI integration.

Freelance Designer / INFO

JUN 2024 - OCT 2024 / Freelance, Remote

Creating intuitive and functional data monitoring dashboards and icons for Greenwheels, a self-drive car rental platform based in Netherlands as a remote contract freelance designer for INFO.

Freelance Video Editor / Christel House International

MAY 2024 - OCT 2024 / Freelance, Remote

I was tasked with creating 2 videos for Christel House: A fast-paced, engaging and emotional sizzle reel to help drive pitches, presentations and fundraisers. Along with an informative video explaining their selection process for their fellowship program.

Founding Product Designer / Sayl.ai

NOV 2022 - JUN 2024 / Full-time, Remote

Sayl.ai helps India's largest e-commerce brands supercharge their sales, customer support, logistics, and communications all with the power of AI on WhatsApp. I was responsible for shaping the design strategy, user experience, and overall visual identity of the brand.

Product Designer / Navana.ai

JUL 2021 - AUG 2024 / Full-time, Remote

Building conversational AI for the Indian market. I was part of the initial product team, shaping the design strategy and visual direction for products under Navana, namely "Zabaan", "Sayl.ai" and "Bodhi".

UI/UX Intern / Habbit

FEB 2021 - JUN 2021 / Internship, Remote

Worked on the UX and UI of the Web and Mobile Application of Habbit, a platform that connects its users with relevant mentors/experts for them to learn hobbies and skills through habit-based communities, with a focus on experiential learning.

Y U M E
D E S .

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Bengaluru, India

EDUCATION

2021 | B.DES

Industrial Design

NID, ANDHRA PRADESH

SKILLS

Web and UI Design
UX Strategy and Design
Visual Design
Branding
Video Editing
Motion Graphics

SOCIAL

[instagram.com/joytinmay](https://www.instagram.com/joytinmay)

[linkedin.com/jyotirmoy](https://www.linkedin.com/company/jyotirmoy)

<https://contra.com/jyotirmoy>