

# NEELESH ROY

USER EXPERIENCE DESIGNER

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## SKILLS

### Prototyping tools

Sketch 3  
Adobe XD  
Adobe Creative suite  
HTML/CSS/JS  
Principle

### UX Methods

Contextual Enquiry  
Focus Groups  
Surveys  
Stakeholder Interviews  
User Personas  
Journey Mapping  
User & task flows  
Affinity Diagrams  
Emotion Web  
Information Architecture

### Design

Visual Design  
Data Visualization  
Interaction design  
Rapid Prototyping  
Social Design

### Data Analysis

Research data analysis  
Competitor bench marking  
Heuristic analysis

## WORK EXPERIENCE

### UX Designer

March 2016-Present

*TATA Consultancy Services*

#### ASSISTED LIVING APPLICATION

Currently designing a product for dementia patients which allow the caretakers to address patient's emotional problems and constantly monitors health related issues.

#### BESTBUY HOME APP

Designing the user experiences and interfaces of the android and iOS app. Working with product and marketing teams to continuously design and evaluate the experience, usability and design.

#### GRAPHIC DESIGN

Led the design of newsletters with a vision of bridging the gaps between offshore and onsite teams. Designed posters for various ISU level events and brochures for client visits.

## EDUCATION

### West Bengal University of Technology

Bachlors of Technology - Information Technology  
Designed the content management system used by various college departments. Designed posters and banners for various college level events.

## CERTIFICATION

Google Analytics Individual Qualification  
Optimizely certified A/B tester