

# Tathagata Parya

📍 Howrah, West Bengal 📞 +91-9748668977 📩 tathagata.parya1997@gmail.com

🌐 <https://www.behance.net/tathagataparya>

Creative and detail-driven UI/UX Designer with 4 years of Industry experience crafting intuitive, user-centered digital experiences for web and mobile platforms. Skilled in wireframing, prototyping, and usability testing, with a focus on blending aesthetics, functionality, and business goals.

## Core Skills

- **UI Design:** High-fidelity mockups, pixel-perfect interfaces, visual hierarchy, accessibility (WCAG)
- **UX Design:** User flows, personas, journey mapping, interaction design, information architecture
- **Wireframe:** Created high-fidelity Wireframes, experienced in instant whiteboarding.
- **Information Architecture (IA):** Structuring content and navigation for clarity and scalability.
- **Interaction Design (IxD):** Micro-interactions, animations, and user feedback patterns.
- **Accessibility Design (A11y):** WCAG compliance, color contrast, ARIA labels, voice & screen-reader support.
- **Design Systems & Libraries:** Creating and maintaining scalable design systems for multi-platform consistency.
- **UX Writing & Content Strategy:** Writing microcopy, CTAs, and error states to guide users.
- **Analytics & Data-driven Design:** Using tools like Hotjar, GA, or Mixpanel to iterate based on real user behavior.
- **Prototyping Tools:** Figma, Sketch.
- **User Research:** Competitive analysis, usability testing, surveys
- **Research Tools:** Chatgpt 5.1, Claude, Gemini, Copilot, pinterest, Perplexity.AI, Stitch
- **Design Systems:** Atomic design methodology, component libraries, style guides
- **Responsive Design:** Mobile-first design, adaptive UI patterns, cross-platform consistency
- **Front-End Collaboration:** Design-to-dev handoff (Dev-mode).
- **Tools & Platforms:** Figma, Figma make, Figma Site, Figma Buzz, Figjam, Sketch, Pixso, Adobe Illustrator, Mockflow, Miro, Slack, Nifty, Rive

## Professional Experience

- **UI UX Designer**
  - Logistifie | Nov 2025 – Present  
Wales, United Kingdom | Remote
    - Lead end-to-end UI/UX design for the RolDrive daily-use mobile application, owning high-frequency user flows, interaction design, usability testing, and scalable design solutions.
    - Drive daily product and website design execution, delivering high-fidelity, developer-ready designs with strong focus on accessibility, responsiveness, and business-aligned UX outcomes.
    - Design UX-driven social media creatives and digital assets, ensuring consistent brand storytelling, visual hierarchy, and user-focused communication across platforms.
- **Associate UI Designer**
  - Fortmindz Private Limited | Jan 2024 – 2025  
Kolkata, Westbengal
    - Diverse Client Projects:: Delivered tailored UI/UX solutions for startups and SMEs across industries like healthcare, e-commerce, and education.
    - End-to-End UX Delivery: Handled full design cycles—requirement gathering, wireframing, high-fidelity prototyping, and usability testing.
    - Collaborated directly with clients to translate business goals into intuitive user experiences within tight timelines.
- **UI UX Designer**
  - Freelance UI/UX Designer  
April 2023 – Dec 2023  
Kolkata, Westbengal
    - Multi-Industry Design Expertise: Delivered end-to-end UI/UX for websites and mobile apps across industries like retail, healthcare, education, and personal branding.
    - Client-Focused UX Strategy: Managed client communications, gathered requirements, and translated business goals into intuitive design solutions with rapid iteration.
    - Solo Execution & Delivery: Independently handled research, wireframing, prototyping, and final UI delivery—demonstrating strong time management, adaptability, and ownership.
- **UI UX Designer**
  - Infopine Consultancy Pvt. Ltd. | Nov 2022 – Mar 2023  
Mysuru, Karnataka
    - End-to-end Web Design Execution: Led the complete UI/UX design of Infopine's official website (desktop & mobile), applying responsive design principles and SEO-optimized layout structures.
    - Enterprise Product Design: Designed the UI/UX for iTexClouds, a cloud-based ERP solution, including custom mockups for clients like Heytex, enhancing modular scalability and usability in complex systems.
    - Government Sector UX: Created interface designs for Karnataka Government's Infrastructure Development department, gaining experience in accessibility standards and stakeholder-driven workflows.
- **UI UX Designer**
  - Freelance UI/UX Designer  
Feb 2022 – Oct 2022  
Kolkata, Westbengal
    - Multi-Industry Design Expertise: Delivered end-to-end UI/UX for websites and mobile apps across industries like retail, healthcare, education, and personal branding.
    - Client-Focused UX Strategy: Managed client communications, gathered requirements, and translated business goals into intuitive design solutions with rapid iteration.
    - Solo Execution & Delivery: Independently handled research, wireframing, prototyping, and final UI delivery—demonstrating strong time management, adaptability, and ownership.
- **UI/UX Designer**
  - Hindpos | Oct 2019 – Jan 2022  
Howrah, Westbengal
    - Designed cross-platform UI/UX for POS and retail management systems, including the Hindpos Aushadhi app, ensuring responsive performance across mobile, tablet, and desktop.
    - Built and maintained brand identity, including logo design, homepage UI, and a reusable design system for scalable interface development.
    - Collaborated with developers to deliver pixel-perfect designs, ensuring smooth handoff with detailed assets and design specifications.
- **Projects**
  - **Muah Room**  
Freelance UI/UX Designer
    - Designed and delivered the end-to-end UI/UX for a large-scale multi-category e-commerce website, comparable to Amazon / Myntra / Flipkart, optimized for the UK market, covering discovery, product listing, checkout, and user account flows.
    - Led the UX architecture and interface design for the Admin Panel, enabling efficient product, order, inventory, and user management through scalable, role-based dashboards and workflows..
    - Currently designing the mobile application UX, ensuring seamless cross-platform experience, design system consistency, and future scalability across web and app ecosystems.
  - **Associate UI Designer**  
Fortmindz
    - Designed and delivered 50+ websites for global clients by applying structured UI/UX processes—from research and wireframing to high-fidelity design and handoff.
    - Created SniffID, a comprehensive pet care platform, addressing core user needs such as finding veterinarians, locating mates, purchasing food, and tracking pet health.
    - Solved navigation and feature discovery challenges through intuitive design, resulting in enhanced user engagement and streamlined pet management for owner
  - **UI UX Designer**  
Infopine
    - Led the end-to-end design of Infopine's flagship products – iTexclouds and iTex AI – transforming early-stage concepts into polished, user-centric solutions.
    - Identified friction points in the user journey that hindered conversions and created high-fidelity UI designs with an optimized UX flow.
    - Implemented strategic UX improvements that resulted in a 36% increase in user conversions, significantly boosting product adoption during the launch phase
  - **UI UX Designer**  
HindPos
    - Identified and resolved key usability issues in Hindpos Aushadhi's retail system, redesigning the UI/UX for a seamless experience across mobile, tablet, and desktop platforms.
    - Developed a high-performance web app that improved income-tracking accuracy by over 50%, empowering shopkeepers to monitor sales and revenue in real time.
    - Streamlined workflows and simplified interfaces, resulting in a 40% reduction in task completion time and significantly enhancing overall efficiency for local pharmacy operations.

## Education & Certifications

- **B-Tech**  
Kolkata, Westbengal
  - University of Engineering & Management Kolkata
  - DGPA 7.8 / 10
  - Computer science and Engineering

## Rewards & Recognition

### Rising Star

Awarded "Rising Star" at Fortmindz for exceptional performance, creativity, and rapid impact on key design projects within a short span.

### Just A Phone call away

Recognized with the "Just a Phone Call Away" award for unwavering dedication and weekend availability, ensuring consistent design support beyond standard hours.