Samprati Dash

Senior Software Developer

Phone +60 11 236 7342   **Email** sampratid@gmail.com

Proactive and detailed Designer with 7+ years of proven end-to-end   experience delivering enjoyable web and mobile products for FinTech and Building Management Systems. A self-motivated and energetic team player with a strong work ethic and cooperative attitude.

EDUCATION

M.sc in Software Engineering

Asia Pacific University of technology and Innovation

2017 – Present | Kuala Lumpur, Malaysia

B.sc in Computer Games Development

Asia Pacific University of technology and Innovation

2009 – 2012 | Kuala Lumpur, Malaysia

Senior Higher Secondary School

Kendriya Vidyalaya Sangathan, Odisha, India

2008

EXPERTISES

Time Management

Team Leadership

Social Media Marketing

Online Marketing

Problem Solving

WORK EXPERENCES

Senior UI / UX Designer

Mandrill Tech Sdn Bhd | 2017 - Present

* Research, collaborate and develop UX strategy for a biometric – based user authentication app for both Android and iOS platforms.
* Create XD deliverables, annotated design and development specifications, and process flows.
* Coordinate end-user research to define journey maps, user personas, perspectives and preferences.
* Work with development, product and executive teams to define business goals and objectives, identifying opportunities for market differentiation and product development.
* Implement UI/UX best practices, usability trends and regional insights to customize digital properties for cultural differences.
* Create and maintain detailed wireframe specifications with annotations for functionality, UI elements, and graphic specifications.
* Manage asset distribution to team members through SharePoint and other tools.
* Create design style guides integrating Apple HIG and Google design guidelines, including patterns, color palettes, typography specifications, UI element positioning and other graphic standards.

Multimedia / Front End UI Designer

Wiedu Sdn Bhd | Aug 2015 – Aug 2017

* Produce site map, user flows, wireframes, page layouts and UI specification deliverables for hand-off to technology and QA.
* Communicate effectively with both technical and non-technical individuals at all levels.
* Create future state vision from initial site map or skeletal frame using XD, Photoshop or by hand.
* Create initial web concepts using low to high fidelity prototypes and wireframes, integrating user-centred design, technology, and business strategy.

* Solution taxonomy by creating information hierarchies, site maps, wireframes, prototyping utilizing Adobe XD.
* Website assessment and reporting.
* Keen understanding of site organization, consistency issues, and nomenclature.
* Troubleshoot and solution tough usability issues, identifying and mitigating risks to delivering solution on time.
* Deliver UX feedback, test and recommend improvements to existing systems and sites.
* Facilitate dialog around end-user requirements and business requirements.
* Provide guidance to technology during technical implementation to ensure user interface designs are implemented properly.

Front-End UI / Web Developer

Optimizer Sdn Bhd | Aug 2014 – Aug 2015

* Created wireframes, screen-flow diagrams and UI spec documentation.
* Developed site content and graphics by coordinating copywriting, and designing images, icons, banners and enhancements.
* Completely updated and redesigned user experience for the inhouse product.
* Delivered services as web developer, designer, application specialist
* Created site layout and user interface using PHP, HTML/CSS best practices.
* Built databases and table structures following n-tier architecture methodology for web applications.

System Engineer

Center of Technology and Innovation | Oct 2012 – Aug 2014

* Directed software design and development while remaining focused on client needs.
* Worked closely with clients to establish problem specifications and system designs.
* Analyzed and designed relational databases using Cassandra, MYSQL.
* Designed PHP-based multi-threaded admin web applications.
* Used and contributed to style guides and other design documentation to maintain coherent information and interaction design patterns.
* Created flowcharts, diagrams and other documentation.
* Designed and developed in house ERP application software to benefit end-users who were the college students.
* Designed and developed the Mobile Application widely used now by the Asia Pacific University
* Liaised with internal clients in marketing to execute collateral creation projects.
* Modified existing software to correct errors, upgrade interfaces and improve performance.

REFERENCES

SHASHANK SINGH

AirAsia | Senior Product Manager

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BABAR RAFAT KHAN

Pari Technologies Sdn Bhd | CEO

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