Avik Dey

Design Lead
UI/UX Designer

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📍 Mumbai, MH, India

Education

B.Tech (Hons) Manufacturing Science & Engg.

IIT Kharagpur - (7.40/10)
2009-2013

Higher Secondary (12th)

Kendriya Vidyalaya: CBSE (94.2%)
2009

Senior Secondary (10th)

Kendriya Vidyalaya: CBSE (93.8%)
2007

Skills

User research, Information architecture, Scrum, Design systems, Visual design, Prototyping, Illustration

Interests

Travel, Sketching, Virtual reality, Automobiles, Education, Music, Art and Culture

Tools

Sketch, Photoshop, Illustrator, Invision, Pixate

Work Experience

UX Consultant - MindTickle
Jan 2018-Present

- Designed dashboards for sales enablement reporting and analytics — providing managers better visibility and insights into their growing team competencies.
- Created protypes for desktop and mobile. Tested with clients to validate and refine designs.

Product Manager and UI/UX Designer - Obino
Oct 2017-Feb 2018

- Worked closely with other functions to build product roadmap. Assisted in detemining best implementation methods within tight deadlines.
- Conceptualized & designed the UI/UX for 'Reach', a digital solution for corporate wellbeing.

Product Consultant and Designer - Clearfunds
April-July 2017

- Conducted interviews to identify user needs and define new product opportunities.
- Worked closely with financial analysts and fund managers. Improved website UX and designed tools to make investing and receiving financial advice more accessible to users.

UI/UX Designer - Foolio
Nov 2016-Aug 2017

- Worked in a small team to design functionality and overall experience of the game.
- Created a strong identity for the game via visual language, illustrations and sounds.
- Made data driven decisions to improve gameplay, usability, engagement and monetization.

Design Consultant - Stay Abode
Sep 2016-Jan 2017

- Designed apps for community managers and residents — automating several processes and ensuring timely resolution of issues — thus, improving the stay experience
- Created features to maximize interaction amongst the residents via community gatherings and events — hence promoting community living

Design Lead - Runnr
May-Oct 2016

- Hired designers and built the design team. Mentored new designers on the team.
- Presented design decisions to all teams through design critiques. Communicated the role of design to the company. Contributed towards instilling a design culture.
- Interviewed users to validate new business ideas and gauge the usability of new and existing features.

UX Designer - Nearby Technology
Jan-June 2016

- Designed flows to make basic banking services like remittances, deposits & withdrawals accessible to masses via local shops. Ensured compliance with government regulations.
- Built the UX foundation of 2 mobile apps for the consumer and business ends of users.

Design Lead - TinyOwl
April 2014-May 2016

- Lead & defined the UX direction. Played a key role in hiring skilled designers and building the design team. Mentored and managed a team of 12 designers.
- Established processes to streamline day-to day design functions. Directed the design of several consumer and business facing products — helping TinyOwl acquire a million users.
- Collaborated with product managers, engineers and data analysts. Conducted user interviews and usability tests and translated insights into improvements and features.

UI/UX and Graphic Designer - Take My Phone
Aug-Sep 2012

- Conceptualized user flows and designed the UI/UX for the Take My Phone website.
- Created the brand identity and promotional material for online and offline marketing.