Avik Dey

Design Lead
Senior UI/UX Designer

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Ⓢ dey.avik

📍 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, Storyboarding, Information architecture, Scrum, Front-end frameworking, Visual design, Prototyping, Illustration

Interests

Travelling, Cartooning, Virtual reality, Automobiles, Education, Music, Trekking

Languages

English, Hindi, Bengali

Work Experience

Product Manager and UI/UX Designer - Obino
Oct 2017-present

- Worked closely with other functions to build the product roadmap and assisted in detemining the best implementation methods.
- Conceptualized and designed '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, advisors and fund managers. Built features to make investing and receiving financial advice more accessible on the platform.

UI/UX Designer - Foolio
Nov 2016-August 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 the gameplay, usability and engagement.

Design Consultant - Stay Abode
Sep 2016-Jan 2017

- Designed apps for community managers and residents - with the aim to facilitate interaction and community-living through daily tasks and community functions.
- Enabled residents to convey feedback and report grievances. Devised a channel for their timely resolution - improving the stay experience in the process.

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 in the company. Contributed in 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

- Understood government regulations and designed user flows to make basic banking services like deposits and withdrawals accessible through local shops.
- Built UX foundation of 2 mobile apps for the costumer and business end of users.

Design Lead - TinyOwl
April 2014-May 2016

- Lead and defined the UX direction. Played a key role in building the design team. Managed a team of 12 designers.
- Ideated the end-to-end design of all user and business facing products, campaign creatives and visual systems.
- Collaborated with product managers, engineers and data analysts. Conducted user interviews and usability tests and translated findings into design improvements.

UI/UX Designer - My Prof Rating
July-Oct 2013

- Collaborated with the founders and product managers to define and prioritize the challenges students face while choosing colleges, faculty and courses.
- Designed wireframes, mockups and specifications required for development.

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 channels.