

# Avik Dey

Design Lead

UI/UX Designer

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📄 dey.avik

📍 Mumbai, MH, India

## Education

### B.Tech (Hons) Manufacturing Science & Engg.

IIT Kharagpur -  
2009-2013

### Higher Secondary (12th)

Kendriya Vidyalaya: CBSE (94.2%)  
2009

### Senior Secondary (10th)

Kendriya Vidyalaya: CBSE (93.8%)  
2007

## Skills

Team management, Scrum,  
User research, Information  
architecture, Design systems,  
Visual design, Prototyping,  
...

## Interests

Travel, Sketching, Virtual  
reality, Automobiles, Teaching,  
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 prototypes for desktop & mobile. Tested with clients to validate and refine designs.

### Product Consultant and Designer - [Clearfunds](#)

April 2017-June 2018

- 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.

### Product Manager and UI/UX Designer - [Obino](#)

Oct 2017-Feb 2018

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

### 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.