

Sagnika Chakraborty

User research, Service and Product Design

I am a User researcher, Service & Product designer who has worked in the agri-tech ecosystem for more than 5 years. I have implemented the product design process using agile methodology, which serves apt for a growing startup.

I have been a Co-Founder in the past and have a rich experience of creating engaging pitch-deck and presentations too.

I look forward to have a great learning experience while working with your company and creating value with the new stakeholders in your association.

Experience

Innovator, Digital Impact Square Jan '18 - Dec '19

UX Research

- Secondary research on different models all over the world in the segment of mobility as a service.
- Primary research in different clusters : Developing, Moderate and Tribal clusters.

Organised events

- Co-creation workshop with farmers of different profiles, providing various services & of different financial status.

User Researcher & Product Designer, Sept '19 - Jul '23
Vesatogo Innovations

Also Co-Founder & Director

UX Research (Primary and Secondary Research)

- Various Agri-businesses working in **horticultural sector**.
- Understanding business practices and stakeholder's engagement in **every stage of Supply chain**.
- Studying the emotional angle and **value exchange** of every stakeholder in the ecosystem.

Service & Product designing

- B2B2C booking system : To facilitate processing factories to easily **manage the procurement process**. This gave a multi-fold benefit to the entire value-chain and stakeholders. (ie, farmers and factory staff). This system has helped farmers to **save more than 15 hours** of time per trip and has saved factories spend **0.5X on workforce with 4X the efficiency**.
- B2B products: Products that are focused on the horticultural industry, considering the **perishability of product & finances of company**.
Worked upon products namely: Procurement system, E-commerce system, Bidding system. Previously when companies used standardised products in market for the same purpose, the users were not able to adapt to it, also increasing reluctance to work.

Organised events

- Co-creation workshop with farmers growing different crops, with different financial status.
- Asset tracking workshop held with associates from different domains to ideate on how can **crates be tracked cost-effectively**. This was to avoid the losses a company faces due to misplacement cases.

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<https://www.linkedin.com/in/sagnika/>

<https://www.behance.net/sagnikachakrab>

(Live projects not included)

Potfolio : <https://bit.ly/43ajvJl>

It takes some time to load, but I assure you,
you wont be disappointed

Key Skills

User profiling Affinity mapping

System design Process mapping

Information architecture

Wireframing Prototyping

Icon Design Design system

UI Design Business Analytics

Create Pitch Decks HR sourcing

Collaborative work Communication

Software

Figma Google Slides

Mural

Academics

B.Tech in Information & Telecommunication

2018, SRM Institute of Technology (Ktr)

Other Info.

Languages

English, Hindi, Bengali

Hobbies

Reading or watching Thrillers

Listening Music

Playing Table Tennis

Some of my achievements as a Co-Founder

