

Hey there,

I'm Joydeep Sengupta

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I HAVE WORKED AS

Product Designer at Insider

since 1 year 8 months — present Istanbul, Turkey

- Working closely with users and developers to improve the marketing SaaS platform for ecommerce which is used by several Fortune 500 global brands.
- Designing end to end experience for various new features by researching, prototyping & testing.
- Built a new design system with my team using Figma components library.

UX Designer at GGK Tech

for 1 year 6 months Hyderabad, India

- Designed end-to-end solution with research, usability testing and delivering hi-fi mockups,several projects ranging from enterprise-level applications to a B2C apps for brands like Verizon, Lego and Genentech.
- Increased product usage, reduced training costs and improved usability of products with design

Freelance UX Designer at Fiverr

since 1 year 8 months Remote

- Certified Level 2 seller on Fiverr, worked on 70+ design projects ranging from B2C, B2C and enterprise applications, helping global customers build wide variety of apps starting from quiz game app, dating apps to concrete manufacturer's dashboard
- Helped businesses generate revenues, improve usability, increase downloads and monthly active users of their apps with my designs.

SOME PROJECTS I AM PROUD OF

InOne Email Marketing Product

web SaaS product team of 2 designers

Led research, prototyping and usability testing to build a new version of their basic SaaS email marketing tool which increased adoption and usage of the tool by 12% over an year

Verizon Stock Management App

mobile app team of 3 designers

Designed a computer vision powered intelligent stock management app that eases inventory and warehouse management using just a mobile device and saves thousands of dollars in scanning hardware.

Lego Error Monitoring Software

iPad app team of 2 designers

Designed an app for error management and troubleshooting of their toy moulding machines in their factories replacing their 30-year old pen and paper system with a more robust digital process.

Genentech Speaker Bureau Management System



Re-designed information architecture, user flows & aesthetics for speaker bureau management

Why spend time reading resume when you can talk for 10 mins and know about how I can add value to your company.
Email me to schedule a call right away.

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TOOLS I AM GOOD AT

Figma
Adobe XD
Principle
Sketch
Photoshop
Invision

RESEARCH TOOLS I USE

Maze
Dovetail
Hotjar
Google Analytics
FullStory
SiSense

DEVELOPMENT TOOLS I KNOW

HTML5
CSS3
Wordpress
Wix Editor X

SKILLS I HAVE

User Experience Design
Visual UI Design
Web Development
User Research
Usability Testing
User Acceptance Testing
Prototyping
Interaction Design

OTHER CREATIVE SKILLS

Marketing Design
Branding and Visual Identity
Graphic Design
Video Editing

I HAVE GRADUATE DEGREE IN

Bachelor's in Engineering
Computer Science & Technology
SOA University, 2013 to 2017