



Hey there,

I'm Joydeep Sengupta

www.joydeeproni.com

fiverr.com/joydeeproni

joydeep.roni@gmail.com

Hi, my name is Joydeep, a passionate young designer, someone whom Eric Schmidt would call 'Smart Creative' (from his New York Times bestseller novel "How Google Works"), who thinks differently and doesn't want to crumble down in corporate hierarchies and complex operating structures and someone who embrace failures as I believe that's the only way I learn faster.

I graduated with a bachelor's degree in computer science engineering and started out as a front-end engineer and UI designer, which later progressed to UX designer and now digital product designer.

For most part of my career, I have been designing wide range of products, from B2C apps to complex enterprise applications for companies like Verizon, Genentech, and Lego. I have helped companies save thousands of dollars in training costs, increase adoption rates, increase usability and task completion rates of their product.

I am very friendly and approachable, which makes me very easy to collaborate with PMs and developers, and being an engineer myself, I am very empathetic with the devs, which contributes to our smooth collaboration.

My dad is also an engineer, so growing he taught me to be curious and care about why and how things work or how they are, which is what I am.

I am also a musician, which adds to my creative and artistic side as a designer.

I consider myself a digital nomad, and I like to travel because of my work. From Syria to Syracuse, I have worked with highly diverse people, which makes me very compassionate about people and culture.

I am looking forward to building product which is valuable to billion users and something which makes difference in people's live.

Joydeep Sengupta

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I HAVE WORKED AS

Product Designer at Insider

since 1 year 8 months — present Istanbul, Turkey

- Designing a global marketing optimisation SaaS platform which is used by several Fortune500 & eCommerce brands like Singapore Airlines, Puma, Decathlon, Lenovo, Samsung to name a few.
- Responsible for designing and improving Insider's email marketing product through user research, usability testing and designing high-fidelity mockups.
- Built a new design system for all Insider products with my team using Figma components.

UX Designer at GGK Tech

for 1 year 6 months Hyderabad, India

- Designed end-to-end solution with research, usability testing and delivering high-fidelity 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, B2B, and enterprise applications, helping global customers designed a wide variety of websites, desktop apps, landing pages, cross platform mobile apps and wearable interfaces.

- 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

Accounting App for MSMEs in India

Android app solo

Designed an accounting and business management app for micro and nano entrepreneurs in most remotest parts of India who have limited education and low tech literacy. This app helped 1000+ merchants and women workers manage their business finances and secure loans.

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.



Genetech Speaker Bureau Management System

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