KABI PRASAD MALLICK

UI/UX & PRODUCT DESIGNER

Summary

UX Designer with 2.2 years of experience at Let's driEV. Skilled in user research, wireframing, prototyping, and UI/UX design. Contributed to the growth of Let's driEV by designing intuitive and user-friendly digital products. Passionate about crafting seamless user experiences that drive business success.

Experience

Let's driEV - UI/UX & Product Designer

October 19, 2022 - Present, Bhubaneswar, Odisha

- Led the redesign of our website, improving user experience and driving a 15% increase in user retention..
- Led a comprehensive redesign of our flagship Android app, prioritizing user experience and streamlining the overall user journey.
- Introduced critical features like calling, CRM dashboard, and KYC Matrix to optimize customer onboarding and enhance overall product usability.
- Fostered effective communication and collaboration with marketing, business development, and operations teams to gather specific requirements for the development of an internal fleet management portal.
- Collaborated with cross-functional teams to develop a comprehensive brand playbook. Also provided strategic guidance to the marketing team, contributing to social media content and creative assets.

Skills

Design

User Research, User Testing, User Persona, User Flow, User Story, Journey Mapping, Information Architecture, Empathy, Ideation, Prototyping, Figma, Agile Methodologies, Product Road mapping, Typography, Color Theory, Illustration, Animation, HTML, CSS

Tools

Sketch . Figma . Figjam . Adobe Suite . Wireframe.cc . Jira . Balsamiq, HotJar, Google Analytics

Social Links

[Portfolio](#)

[Behance](#)

[LinkedIN](#)

Education

ICAT Design and Media College, Chennai, Tamilnadu
2021 to 2022
UI Design and Development

Bhubaneswar College Of Engineering, BBSR, Odisha
2016 to 2019
Mechanical Engineering

Bhadrak Engineering School & Technology, Bhadrak, Odisha
2012 to 2015
Mechanical Engineering

Personal Details

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