

Name: Simanta Sekhar Parida
Email: simantaparida28@gmail.com
Phone/WhatsApp: 7008099715
Address: Bangalore

My Portfolio: [Click here to view my portfolio](#)
(Best Experience in Desktop)

Summary:

- Experienced UX Designer with over **5 years of total experience**, 2 years as UX Designer & 3 years as an Entrepreneur
- Strong understanding of **user-centered design, user research, and design thinking methods**
- Proficient in creating **wireframes, rapid prototypes, and high-fidelity designs**
- **Experience working with cross-functional teams**, including developers, product managers, and stakeholders
- I have worked with well-known Indian and international brands such as **Levi's, Numero Uno, Paragon, Soul Flower, Wacoal, Jiva Ayurveda, Supertails** and many more.

Work Experience:

Sr UX Designer - Tenovia Solutions Pvt Ltd (Mar '22- Present, 1 year)

- I manage the overall development and growth of **Tenovia's eCommerce product, 10Commerce**.
- I lead a team of junior designers, ensuring project timelines and priorities are met
- Used Design Thinking Process successfully shipped 5 products in 2022, including mobile apps
- I am responsible for creating project plans, driving the design process, and collaborating with stakeholders to introduce new features that solve business problems

UX Designer - Tenovia Solutions Pvt Ltd (Jun '21- Feb '22, 9 months)

- Conducted extensive research to provide a holistic solution to complex B2B supply chain problems for Saraswati Saree Depot and Womaste.
- Designed an ultra-premium eCommerce website for Indo Count's brand, Malabar Hill Home.
- Conceptualised, researched, and worked on Tensight, an AI & ML-powered eCommerce marketing intelligence software.
- Shipped 9 products for development in an Agile & Scrum environment

Founder - Exon Park (Mar '22- Present, 1 year)

- Founded and operated an online & offline fashion store named Brand House, generating Rs. 22 lacs in revenue in the first year of business.
 - Developed and launched 3 eCommerce stores and worked with multiple clients on web development, design, and digital marketing projects.
 - Designed websites for NN Engineers and NN Dream Makers, a commercial building construction and interior design venture.
-

Skills

- User-centered design
- User research
- Design thinking
- Wireframing and prototyping
- High-fidelity UI design
- Usability Testing
- User Testing
- Effective communication and presentation

Tools

- Figma (UI Designing & Prototyping)
- FigJam (Brain storming)
- Zoho Sprints (Project Management)
- Google Sheet (Project Planning)
- Notion (Project Planning)

Education:

Indira Gandhi National Open University

(Master of Arts, Psychology, Currently Pursuing in Distance)

C. V Raman College of Engineering, Bhubaneswar

(B.Tech, Civil Engineering, 2014-18)

BJB Junior College, Bhubaneswar

(CHSE, Science, 2011-13)

Training & Certifications:

- UI/UX Design Training (Internshala Training)
- Information Architecture Fundamentals by Joe Natoli (Udemy)
- Practical Usability Design for Product Design By Michael Mazur (Udemy)
- Gamification: Motivation, Psychology & the Art of Engagement by Rob Sutcliffe (Udemy)
- User Researcher's Guide to UX Discoveries by Jon Porton (Udemy)
- UI Design Principles & Practices by Joe Natoli (Udemy)
- UX Strategy Fundamentals by Joe Natoli (Udemy)

A little bit about myself:

- I think & work like an entrepreneur, I take the full ownership of my responsibilities
- I follow the "First Principle Thinking" to solve problems
- I'm a Philomath who is just crazy to learn new things & skills
- I love to spend my extra time at Udemy, Youtube and these days ChatGPT
- Apart from learning I love travelling, bike road trips, playing with my dog (Doodle, the Beagle)
- I have a great interest for human psychology, personal finance and **TECHNOOOOOOLOGY**