SOUMI DE
UI/UX Designer
Dream | Believe | Engineer

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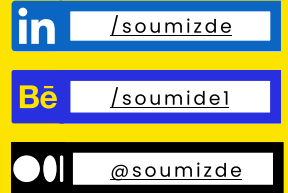
Education

Indian Institute of Engineering Sciences and Technology, Shibpur
2021 - Present
B. Tech: Information Technology

South Point High School
2005 - 2020
AISSCE (Science) & AISSE

Certifications

- Graphic Design Specialization Certificate - *California Institute of the Arts*
- UX Design Professional Certificate - *Google*
- Front End Development Professional Certificate - *Meta*
- Android Development Professional Certificate - *Meta*

Work Experience

Publication Secretary @Electrical Engineers Society
(April 2022 - Nov 2022)
- designed social media banners for events & promotions
- drafted the standardized design guidelines
- facilitated junior onboardings in the team

Skills

UI/UX Design

- **UX-R:** User Persona, Empathy Mapping, Competitive Audit, Journey Map, Pattern Identification, Affinity Diagramming, Insight Development, Site mapping, usability studies
- **UI-Design:** Wireframing, Rapid Prototyping, User Flow diagramming, Transition Transformation, Component Formation
- **Branding:** Design Guidelining, Theme/Palette Creation, Referential Research
- **Design:** Social Media Banners, Diversity & Inclusion Guidenlines, Illustrations

Tools

- **Designing:** Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Sketch
- **Prototyping:** Figma, Adobe XD

Front End

- HTML
- CSS
- JS
- Bootstrap

Languages

English, Hindi, Bengali

PROJECTS

Personal Portfolio Website: Front End Development
- Established colour palette, theme, and design of the website
- Implemented the design using HTML, CSS and JS

Task Management App (MindFlow): UX-R & Visual Design
- empathized and ideated solutions using standard UX-R procedures (personas, empathy maps, user stories, market surveys)
- designed wireframes and mockups
- established user flow using sitemapping
- developed lo-fi and hi-fi prototype for the app
- conducted usability studies & developed insights to update design

Food Customization App (FoodWiz): UX-Research
- Conducted market surveys
- ideated solutions using personas and empathy map insights
- designed & developed working lo-fi prototypes
- conducted usability studies
- developed insights using affinity diagrams & pattern identification

Art Gallery (The Visage): Branding
- conducted reference studies
- ideated name and its identified its uniqueness
- created and finalised logo
- standardised typefaces and colour palettes
- created brand application
- Currently working on a Design project for the same brand

Typographic Research: Graphic Design
- analyzed design trends over the course of history
- authored and published an article on the history of type
- documented characteristic features of typefaces & published articles