

SUCHIRA DHAR

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LINKEDIN

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Interaction & UX Designer

PROFESSIONAL SUMMARY

With a career spanning over 10 years, including 4+ years dedicated to UI/UX design, I help build brands for startups and multinationals. As a Masters of Interaction and Experience Design student at UL, my disciplines of study include mobile (wearable) interactions, 3D modelling & animation, AR/VR, psychology and HCI. My multidisciplinary background, strategic approach and creative pursuits inspire me to bring forth a unique perspective to human interactions with machines.

AREAS OF EXPERTISE

- ✓ User Journey

✓ Wireframing

✓ Prototyping
- ✓ Information Architecture

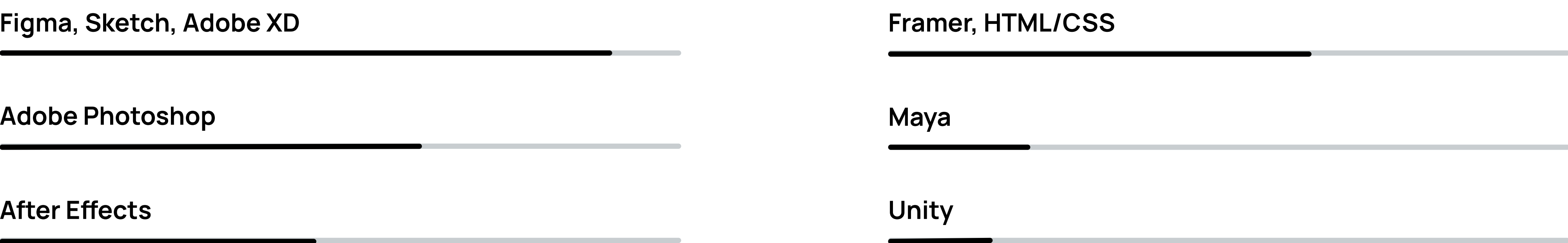
✓ Design Systems

✓ Branding
- ✓ Usability Testing

✓ Research

✓ Communication

SKILLS & TOOLS



PROFESSIONAL EXPERIENCE

UX Designer, ARC Document Solutions - Kolkata, West Bengal

Jan 2023 - June 2024

- Planning and implementing new designs for projects such as ARC Print, Skysite Archives, and ARC Facilities.
- Collaborating with cross-functional teams to enhance project workflows, and improving coordination.
- Optimising and testing existing user interface designs for intuitiveness and experience.
- Building functional design systems that align with project guidelines and responsiveness.
- Communicating with stakeholders to understand business goals and objectives.
- Developing technical and business requirements and striving to deliver intuitive and user-centred solutions.
- Creating prototypes for new product ideas.
- Conducting user research and applying user-centred design principles as per HCI and HFI guidelines.
- Developing interaction design and information architectures.

UI/UX Designer (Contractual), Lane4 Solution - Surat, Gujarat | October 2020 - December 2022

- Producing end-to-end design solutions by understanding client requirements and project objectives.
- Delivering brand guidelines, assets, wireframes and responsive mockups.
- Incorporating post-testing changes to optimise product performance.
- Developing landing pages for marketing campaigns that align with brand guidelines and target audience.
- Conducting competitor analysis and suggesting relevant improvements to enhance user experiences.
- Ensuring timely completion of assigned projects and effectively coordinating all design materials with cross functional teams to achieve project goals.

Operations Manager & Copywriter, Blindspot Media Pvt. Ltd. - Guwahati, Assam | September 2019 - August 2020

- Maintaining communication with management, team members, and clients.
- Ensuring timely operational activities and deliveries.
- Growing the efficiency of existing organisational processes and procedures.
- Identifying customer needs and recommending new content to address gaps in communication.
- Conducting keyword research and using SEO best practices to increase traffic to websites.
- Developing and proofreading content for blogs, articles, product descriptions, social media, and websites.

Music Instructor, Soundmonk School Of Music - Mumbai, Maharashtra | February 2016 - July 2019

- Planning curriculum and preparing lessons in relation to individual students' needs and examination syllabuses.
- Teaching music theory, aural skills and practical techniques to pupils entering and preparing pupils for examinations.
- Preparing appropriate teaching materials and resources.
- Assessing pupils' abilities, providing feedback and writing reports.
- Obtained Trinity College of London (Voice) Certification.

Graphic Designer, The Country Roads - Kolkata, West Bengal | March 2013 - February 2015

- Planning concepts by studying relevant information and materials related to tourism and competitors.
- Illustrating concepts by designing examples of art arrangement, size, type size and style.
- Preparing finished art by operating necessary equipment and Adobe software tools.
- Coordinating and communicating with web designers, marketing, printers and colleagues for layout and designs.
- Creating and improving upon a wide range of graphics and layouts for product illustrations, company logos and website assets.

Graphic Designer, Gopa Gupta - Kolkata, West Bengal | August 2011 - February 2013

- Creating graphics and design layouts for marketing and promotional materials.
- Collaborating with design and marketing teams to produce high-quality print and digital assets, including brochures, posters, social media graphics and website elements.
- Supporting in designing and editing images, illustrations and multimedia content to align with brand identity.
- Contributing creative ideas and participating in brainstorming to enhance product marketing.

EDUCATION

Masters of Interaction and Experience Design University of Limerick, <i>Ireland</i>	Current
Bachelor of Arts (Psychology) Indira Gandhi National Open University (IGNOU), <i>Delhi, India</i> Total 67.46%	June 2023
Vocal Performer Certificate Program The True School of Music, <i>Mumbai, India</i> Total 94%	July 2017
Class XII (Science) Srimanta Shankar Academy, <i>Assam, India</i> Total 80.2%	2011
Class X B.K. Bajoria School, <i>Meghalaya, India</i> Total 89%	2009

CERTIFICATIONS

Digital Skills: User Experience Accenture	November 2022
Google UX Certificate Coursera	April 2022

INTERESTS

- Artwork and Illustrations
- Exploring new design tools
- Writing poetry and articles
- Music and playing piano