SOMYA BURMAN

- 🌐 https://somyaburman.vercel.app/
- **in** https://www.linkedin.com/in/somyaburman/
- ✉ somya_b@design.iitr.ac.in
- 📞 +91-9407587810

🎓 EDUCATION

2021 - 2023
INDIAN INSTITUTE OF TECHNOLOGY, ROORKEE
Masters In Design, Industrial Design
CGPA - 9.1

2014 - 2018
RJIT BSF ACADEMY, GWALIOR
Bachelor Of Engineering, Computer Science
CGPA - 7.91

🏆 ACHIEVEMENTS

Ennovate'23, Enphase Solar Energy, Jan'23 - Apr'23
INNOVATION FOR ENPHASE
Honourable Mention
- Designing an **AR-based self-resolution guide** for residential solar power system users which has a **potential to reduce calls** to customer support team by **50,400+ calls** per year.
- Competed amongst 130+ entries across all Enphase's global offices.

Design-A-Thon IIIT Nagpur, Oct'22
UI/UX DESIGN COMPETITION
1st Position, Team Participation
- Designed an application **Un-Lock** for creatives who face creative-blocks or burnouts while working on projects that requires creative outputs.
- Competed amongst ~35 groups across all colleges in India.

GRID Designathon 2022, Gurgaon, Aug'22
24 HOUR UI/UX DESIGN COMPETITION
1st Runner Up, Team Participation
- Designed an application **URJA** to promote the usage of Solar Energy in India irresspective of land and cost issues.
- Competed amongst 100 shortlisted participants out of 2k entries received.

Cognizance - IIT Roorkee, Feb'22
UI/UX DESIGN CHALLENGE
1st Position, Team Participation
- Designed an application **KISAN** to address the issues faced by farmers in rural parts of India.
- Competed amongst participants across IIT Roorkee and other colleges in India.

Gender Advancement For Transforming Institutions (GATI), IIT-Roorkee, Mar'22
- Women's day poster design competition , 3rd position
- GATI Logo Design competition, 6th position

💼 WORK EXPERIENCE

Jan'23 - Present
ENPHASE SOLAR ENERGY PVT. LTD.
UX Designer

Designed multiple workflows for **Solargraf.com** which included -
- Solar system production losses - **Data visualisation** for the losses that occur in the installed system
- Re-designed the Solargraf design tool with key focus on - **minimising visual load** on design canvas by **categorising features**, **classifying the icon set** based on primary, secondary and tertiary needs, designing the workflow for each section Roof Design, Solar Design, Permit Design.
- Designed the **icon set** for the application containing **40+ icons** with **~10 guiding principles.**
- Build the **Express Editor** feature for quick proposal edits.

Designed the **Enphase (CX) Gen-AI** solution from scratch which included -
- Defining the project scope - Gathering requirements, understanding case studies and **defining user journeys** for identified use cases
- Designing the chat interface with in depth features such as **chat references, restart, multi-media input, video / link embedding,** etc.
- Designing end to end experiences focussing on **conversation design, user query handling, smart notifications and contextual responses.**

UX Design Intern Jan'23 - Jun'23
- Carried out thesis project on "Designing an AR-based **self-resolution guide** for residential solar power system users" which later got recognized in the company wide annual innovation contest, Ennovate'23 as an honourable mention amongst 130+ entries across global teams.
- Contributed in creating the **Design System** for the key client facing application.

May'22 - Jul'22
BREW MONEY
UX Design Intern
- Redesigned the company website for both **desktop and mobile platforms.**
- Designed UX and UI for **new features** of the ios application by following standard design methodologies.
- Performed **usability checks and A/B tests** on the designed user interfaces.

Dec'20 - Jun'21
CYBERTAPRI PVT. LTD.
Illustration And Graphic Design Intern
- Planned and **designed social media posts** in accordance with brand identity and visual language of the company.
- Created **comic illustrations** and **merchandise** related to brand theme.

Jun'18 - Oct'20
CAPGEMINI TECHNOLOGY SERVICES
Senior Software Engineer

⊞ PROJECTS

THESIS PROJECT - M.DES Sem IV , Jan'23 - May'23 / Enphase Ennovate'23
AR BASED SELF RESOLUTION GUIDE FOR SOLAR POWER SYSTEM USERS   • Enphase Solar Energy Pvt Ltd.
- Conducted explorative study on the existing implementations of new media design across different industries.
- Implemented AR based solution for residential solar power system users using secondary and primary research methods
- Validated the solution using UX heuristics.