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Oct, 2021 -
Present

User Experience Designer Lead Consultant | Allstate

Responsible for experience design activities for different products under claims business. Gather requirements from stakeholders. Create research plans, conduct user interviews and qualitative usability testing. Diagram workflows, design sketches, wireframes, and prototypes. Collaborate with software development teams. Present user insights to the stakeholders.

- Decreased task completion time by 25% for Document Processing System.
- Reduced numbers of third-party claim inquiry related IVR calls by 10% by introducing additional interactive form interface.
- Delivered 50+ prioritised UX recommendations for different areas of legacy NextGen system.
- Conducted UX bootcamps for developers and other team members.

Dec, 2021 –
May, 2022

Post Graduate Certificate, User Experience Design | CEP, IITB

May, 2021 –
Oct, 2021

Senior Manager – UX Design | Axtria

Responsible for 'Next Best Action' feature which was targeted for sales executives of healthcare companies for taking decisions for their future activities to increase sales revenue. Gathered requirements from business stakeholders, participated in discovery, facilitated ideation. Created research plans, scheduled knowledge sessions with SMEs, conducted interviews and moderated user testing sessions.

- Helped Product Owner to write meaningful user stories.
- Contributed in Design System with product specific use cases to establish the design system components.

Apr, 2018 –
May, 2021

Principal UX Designer | Oracle

Responsible for experience design works for Customer Experience based product engagements. Worked with business stakeholders and product management for breaking down requirements, facilitated design workshops to ideate solutions collaboratively with different participants such as product managers, dev architects, researchers and business architects.

- As a UX designer successfully completed the very first pilot project of the CX engagements. As a result, the team earned the budget for starting on the full-fledged CX product.
- Conducted UX trainings in the team.

Feb, 2016 –
Apr, 2018

Senior UX Designer | Epicor

Responsible for experience design activities for Eagle ERC Cloud initiative. Being the first UX designer on-boarded, worked closely with stakeholders to understand and frame requirements and act on the same. Involved in most of the phases - primary research, work models, interpretation of data, designing solution and evaluation.

- Introduced style guide and pattern library for the product.
- Part of the very first cloud MVP release team.

Jun, 2012 –
Feb, 2016

Senior Consultant – UI/UX Design | Capgemini

Worked as UI/UX designer in multiple projects for different financial service and healthcare service customers. Conducted secondary research, heuristic evaluation and recommendations for several projects. Delivered UI designs and HTML/CSS for most of the projects. Resolved styling (CSS) issues for many projects.

Apr, 2011 –
May, 2012

Senior Designer | Kolkata Info Services (Partner of Netzepte.de)

Worked as UI/UX designer in multiple projects for different European clients. Gathered requirements from project managers. Worked in different areas like visual design, flash design, heuristic evaluation, CMS integration, HTML/ CSS/ JS designing.

Jan, 2010 –
Mar, 2011

Senior Software Engineer – UI Design | Accenture

Responsible for UI design activities for several projects for FMCG customers. Worked in different areas like visual design, flash design, heuristic evaluation, SharePoint UI integration, HTML/ CSS designing.

Aug, 2008 –
Dec, 2009

Team Leader, Build Producers – UI/UX Design | Quickstart Global

Responsible for handling a team of 6/7 designers. Contributed in UI design, integrated the design into CMS, extensively worked on accessibility development.

- Worked on annual report website for a FMCG customer which won second best accessible website award in 2008.

Sep, 2007 –
Jul, 2008

UI Developer | Diadem

Apr, 2007 –
Sep, 2007

Web Developer | Visibility e-Solutions

Apr, 2006 –
Apr, 2007

Graphic + Web Designer | Celcius Technologies

Jun 2004 – Mar, 2005	Certificate in Digital Media netGuru Systems
2001 - 2004	B.Com (Hons) University of Calcutta
Other courses	Measuring UX and ROI NN/g, The Human Mind and Usability NN/g, Certificate in “Become a UX Designer from Scratch” IDF, Certificate in “Conducting Usability Testing” IDF