

# Hi! I am Arnab, **UX DESIGNER**

WITH **17 YEARS**  
OF EXPERIENCE IN UX / UI DESIGN



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## About Me

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Versatile, high-energy technocrat with the merit of executing prestigious projects of large magnitude within strict time schedules; targeting challenging and rewarding opportunities as UX/ UI Designer with reputed organization

### Core Competencies

Requirement Gathering

UX / Prototype Design (Product Flow)

UI Design

T Shape Designer

Website Layout & Analytics

Graphic & GIF Animation

Usability Testing

Project Management

Performance Tuning

## Profile Summary

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- Proposed an illustrated career of 17 years with expertise in Creative UI/UX, Graphic Design, T Shape Designer & Front-End Development
- Analyzed system needs, evaluated end-user requirements, custom designed solutions and troubleshoot for graphic applications & presentations
- Created cutting edge interface designs through a user-centered design process by constructing screen flows, prototypes, and wire-frames
- Transformed complex things to easy & creative that speak to the end user's goals by being well-informed with the latest design trends and cutting edge technologies
- Designed web and mobile based application for various sector including Web, Mobile, IT & Fintech Wings
- Experience in transforming complex things to easy & creative interfaces that speak to the end user's goals while being updated with the latest design trends and cutting edge technologies
- Boosted clients' product, service, visibility and event projected revenues fourfold or more; designed and developed customized websites for mobile and desktop monitors

## Organizational Experience

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### ◆ SynerG Technology

(Since Mar 2021, migrated from PRM Fincon Services Pvt. Ltd.)

**Role:** Lead UX Designer

#### Key Result Areas:

- Gathering business requirement from Business Analysis team or Marketing team
- Doing R&D based on requirements and conduct persona to understand the user pain-points
- Interacting with development team to assure best functional solutions

- Documenting and creating Low-Fi/High-Fi wire-frame (using Adobe XD) flow based on user-centric design methodology
- Evolving the product design, information architecture, use-cases scenarios, design specifications, prototype creation, quality assurance, analyzing feedback and sourcing resources
- Converting wire frame / prototype into visual design for Web based Application, creating info-graphic presentation for Marketing team (tools used: Photoshop, Illustrator, Adobe XD)
- Handling UX team (small size) and conducting multi functional team for UI implementation and preparing UX test.

## ● PRM Fincon Pvt. Ltd.

(Feb 2019 to Feb 2021)

**Role:** Sr. UI Consultant

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### **Key Result Areas:**

- Gathering business requirement from Business Analysis team or Marketing team
- Doing R&D based on requirements and conduct persona to understand the user pain-points
- Interacting with development team to assure best functional solutions
- Documenting and creating Low-Fi/High-Fi wire-frame (Balsamiq & XD) flow based on user-centric design methodology
- Evolving the product design, information architecture, use-cases scenarios, design specifications, prototype creation, quality assurance, analyzing feedback and sourcing resources
- Converting wire-frame / prototype into visual design for Web based Application, creating info-graphic presentation for Marketing team. (tools used: Photoshop, Illustrator, PPT)
- Handling UX team (small size) and conducting multi functional team for UI implementation and preparing UX test.

## ● Smartworks Business Centre (Part of SLS Group)

(Oct 2017 to Feb 2019, transfer from Smart IT Services)

**Role:** Sr. Web Designer

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### **Key Result Areas:**

- Design simple, usable, attractive mobile / tab (native & prototype design for both iOS & Android) based and Web based applications (tools used: Photoshop, sketch for prototyping)
- Closely connected with Management and Marketing team and prepare Brochures and Presentations for Business promotion (tools used: Photoshop, Illustrator)
- Maintaining and evangelizing the illustration creation process and guidelines

## ● Smart IT Services Pvt. Ltd (Part of SLS Group)

(Mar 2016 to Sept 2017)

**Role:** Sr. Web Designer

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### **Key Result Areas:**

- Design simple, usable, attractive cross browser compatible Web based applications (tools used: Photoshop, Dreamweaver)
- Closely connected with Management and Marketing team and prepare Brochures and Presentations for Business promotion
- Maintaining and evangelizing the illustration creation process and guidelines

## ◆ **BPC Consultant India Pvt. Ltd**

(Sept 2015 to Feb 2016)

**Role:** Development Director

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### **Key Result Areas:**

- Acted as Development Director, Design Advisor for Inventory Application & Entire IT section  
Technical Advisor

## ◆ **Brishti Technologies Pvt. Ltd**

(Mar 2013 to Jul 2015)

**Role:** UI Design Lead

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### **Key Result Areas:**

- Manage the Design team
- Executed User Interface Design for various platforms like iOS & android (tools used: Photoshop, Dreamweaver, Illustratot)
- Designed different web based products & information managed responsive email templates
- Coordinated with Front-End Development team based on HTML5 & 4 CSS 3&2 and WordPress Design

## ◆ **ISIS Design (Currently known as Radical Lab)**

(Sept 2012 to Mar 2013)

**Role:** UI Designer & Sr. Web Developer

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### **Key Result Areas:**

- Designed Smartphone, UI Design for game platform, business apps and website; guided HTML / CSS / WordPress implementation

## ◆ **Digital Avenues Pvt. Ltd.**

(Jun 2009 to Sept 2012)

**Role:** Web Developer

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### **Key Result Areas:**

- Executed Design & Coding of Table less Website, Theme Design and Implementation in Word Press ( HTML, PHP) for multiple projects, (tools used: Photoshop, Dreamweaver)

## ◆ **Indus Net Technologies**

(Mar 2007 to May 2009)

**Role:** Sr. Web Designer

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### **Key Result Areas:**

- Executed website Design, HTML, CSS and interacted with clients (tools used: Photoshop, Dreamweaver)

## Arena Multimedia

(Apr 2004 to Mar 2007)

Role: Sr. Training Executive and Sys. Administrator

### Key Result Areas:

- Trained students and corporate employees like ITC & CESC on Graphic, Animation, Audio/Video Editing (tools used: Photoshop, Illustrator, Pagemaker, Premiere, 3D Max)
- Play role for Hardware and System Administrator

## My Portfolio

Request you to visit the below pages for my portfolio



/ArnabD



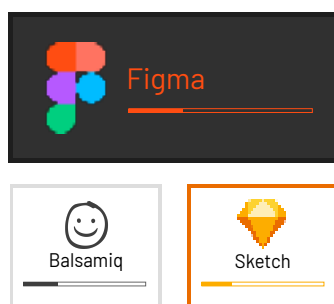
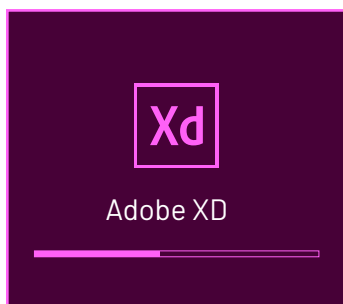
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## Key Skills

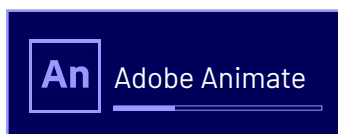
### UX/Prototype Design



### UI/Visual Design



### Gif Animation



### Front End



## Academic / Certification Details

### Academic



B. Com.  
Kolkata University  
2001

### Certificates



Multimedia & Maya Specialist  
Arena Multimedia  
2004 & 2006

### Diploma



Painting  
Bangiya Sangeet Parishad  
(Rabindra Bharati University)  
1998

### Currently Pursuing

User Experience Design Certification,  
I have completed the Step 1 'Foundations of User Experience (UX) Design'

## Language Known

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Bengali

English

Hindi

## Personal Information

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Will share based on the requirement



# Thank You!

For your precious time.

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Any further clarification please call me or email me

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