

Joydeep Sengupta

USER EXPERIENCE DESIGNER

HYDERABAD, TS

+91 - 7205851389

JOYDEEP.RONI@GMAIL.COM

WWW.JOYDEEPRONI.COM

TO WHOMSOEVER IT MAY CONCERN

My name is Joydeep Sengupta and I'm a 23-year-old UX designer and consultant based in Hyderabad, India.

Two years ago, I read a book called 'Psychology of Everyday Things' by Don Norman which left a huge impression on me that I tried learning about it as much as I could. Evolving from a stereotypical idea of a designer to solving problems using design, I have been on this amazing journey of learning and exploring what design is what it's potential is. I have worked(ing) with more than a dozen startups for a couple of years and small to medium tier enterprises, since a couple of years now, solving problems, improving the experience and achieving business goals. And it's not just my work, I find design help me fulfill my life goals and make a better version of it.

It's been more than 3 years that I have been working with small companies, helping them with design, where my creativity bloom and fly high. I am young enthusiastic, someone whom Eric Schmidt would call as 'Smart Creative' (as he says in his New York Times bestseller novel 'How Google Works'), think differently and doesn't want to crumble down in corporate hierarchies and complex operating structures. I embrace failures as I think, that's the only way we learn faster. I think the best way to solve a problem is to have big company resources & assets but still being a "startup", built through bottom-up insights and autonomy to move up. I think your company is that place that could do a smart creative like me, where we both can succeed at scale, creating amazing products.

Regards

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EXPERIENCE

GGK TECH (ACS GROUP)

UX DESIGNER | SINCE DEC 2017 | 1 YR 6 MOS

Designed and consulted for several projects ranging from **complex enterprise applications to a B2C native app**, working closely with developers to **define problems, design solutions, setting product strategy, making apps human friendly** and more usable.

TIKII MARKETING SERVICES

DESIGNER | JUN - DEC 2017 | 6 MOS

Designed and developed usable websites, focussed on user experience and the **business goals of the clients**, using **best practices**, resulting in semantic and **SEO friendly code, generating more CTAs** for businesses and helping them grow.

DETERGE

UX DESIGNER | SEP 2015 - APR 2017 | 1 YR 8 MOS

At **age of 19**, I successfully **ran an online laundry service for students** of my college, **solving a real-life problem**. I **designed and developed the UX for the website and Android app** for the service which garnered **more than 80 weekly active users in a month**.

PROJECTS

PRONTO SOFTWARE

LOGISTICS | NATIVE IOS ANDROID | 3 WEEKS

Designed an app for delivery truck drivers for their workflow management and navigation functionalities that **improved delivery speed and enabled transparency** between the managers and drivers.

GENENTECH

MEDICAL | ENTERPRISE WEB | 9 MONTHS

Redesigned information architecture, user flows & aesthetics for speaker bureau management app suite including web portal and iOS app for multitude of users like doctors, patients, sales rep and business managers.

VSTV

ENTERTAINMENT | WEB | 4 MONTHS

Designed the core product from idea validation through research and testing, **delivering first prototype that helped company raise \$130k funds** from PwC.

EDUCATION

B.TECH IN COMPUTER SCIENCE | 2013 - 17

ITER, SOA University, Odisha

GPA: 7.8

HIGH SEC. SCHOOL SCIENCE | 2011 - 13

ODM Public School, Odisha

76% in CBSE

HIGH SCHOOL | 2011

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78% in ICSE

TOOLS

SKETCH

XD

AXURE RP

INVISION

FIGMA

PHOTOSHOP

ILLUSTRATOR

HTML5

CSS3

SKILLS

UX DESIGN

USER RESEARCH

INFORMATION ARCHITECTURE

UX STRATEGY

VISUAL DESIGN

INTERACTION DESIGN

PROTOTYPING

USABILITY TESTING

BRANDING

GRAPHIC DESIGN

Joydeep Sengupta



IDEO
DESIGN THINKING

G/
DESIGN SPRINT

LEAN
UX

3.8 YEARS

WITH DESIGN

GGK TECH

MISC. ENTERPRISE SOLUTIONS

TALENTCLOUDS

SCHOOL MANAGEMENT APP

VSTV

VIDEO STREAMING PLATFORM

DETERGE

ONLINE LAUNDRY APP

designed complex enterprise solutions for major corporations

LEGO

verizon

Genentech

Allergan

only 40 out of 500+ startups get this

designed edtech product for early stage startup

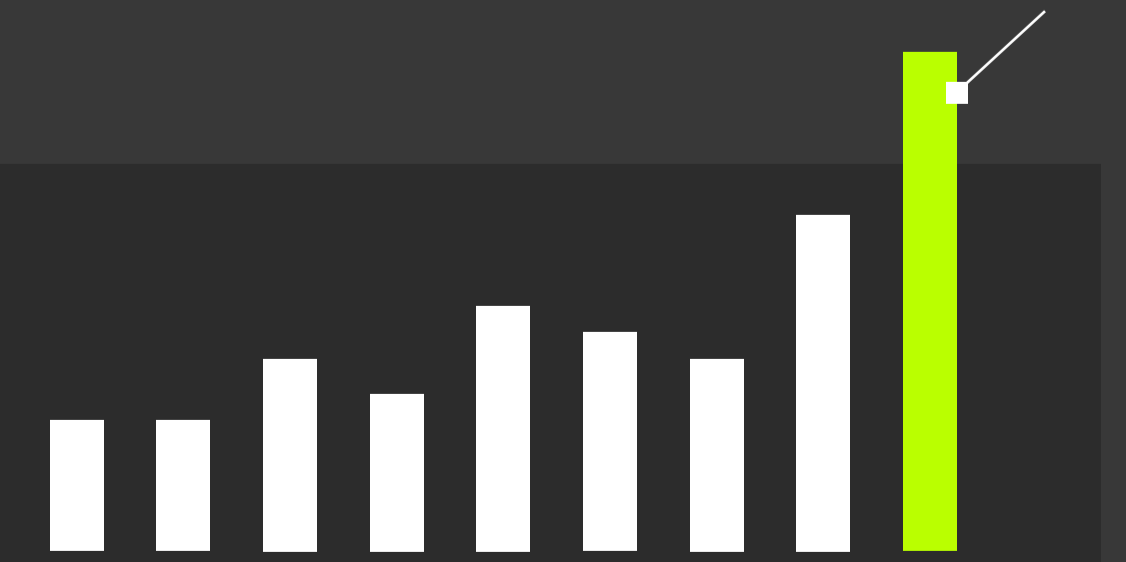
incubated by T-Hub Lab32



secured **₹10 crores** of funding showcasing the prototype I designed

80+ weekly active users in a month

designed online laundry solution for students



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