

Arijit Sengupta

Product Designer (UX/UI)

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Portfolio: www.arijitsengupta.com

Based in Bangalore, India

Relevant work experience – 4 years



Education

- Master's in Product Design, School of Planning & Architecture, New Delhi | 2020-2022
- Bachelor of Architecture, Piloo Mody College of Architecture, Cuttack | 2013-2018

Work Experience

Product Designer

Allstate | July 2023 – Ongoing | Bangalore

- Aligned design strategies with business goals, enhancing virtual onboarding tech and reducing HR manual efforts by 40%.
- Developed storyboards and gamified interface designs to improve onboarding efficiency.
- Designed UI for ServiceNow and WPF frameworks, optimizing dashboards for Windows tools and conducting user surveys.
- Utilized an Agile framework and Outcome-Based Delivery model to achieve a 20% increase in measurable business outcomes.
- Focused on automation and digitization, contributing to Allstate's digital transformation efforts.
- Analyzed product performance with Adobe Analytics, tracking traffic flow to optimize reach.

User Experience Designer

LTIMindtree | June 2022 - June 2023 | Bangalore

- Excelled in UX research, information architecture, interaction design, and 2D/3D prototyping.
- Delivered user-centered designs across BFSI, retail, and CPG sectors, enhancing engagement by 30%.
- Contributed to AR/VR and Metaverse technologies for BFSI, pushing the boundaries of interactive design.
- Implemented Design Thinking frameworks to optimize processes and deliver projects faster.

Principal Designer & Founder

Orcven Studio | September 2019 - June 2022 | Kolkata

- Founded Orcven Studios, specializing in residential, commercial, and landscape design.
- Led strategic consulting, aligning design with business goals for major projects.
- Created high-impact 3D renders and visualizations, enhancing client presentations.
- Conceptualized industrial and product design for design studios.

Associate Architect

Sandilya Consulting Engineers | January 2019 - August 2019 | Hyderabad

- Managed design, client relations, and site execution for government projects.
- Contributed to winning the IRMRA tender and represented CPWD, Vijayawada.

Junior Architect

JSKM | August 2018 - December 2018 | Hyderabad

- Led design, client interactions, and site inspections for residential and retail projects.
- Delivered designs for Dmart India, ensuring project goals and timelines were met.

Skills

Design Skills

- Storyboarding
- Experience Design
- Interaction Design
- Interface Design
- Data-driven Decision Making
- Generative AI
- Enterprise UX
- Learning Experience Design
- Usability Studies
- User Journey Mapping
- Information Architecture
- Gamification
- Automation & Digitization
- Equitable Product Design
- UX Copywriting
- Rapid Prototyping (2D/3D)
- User Surveys & Outcomes
- Art Direction
- Site Analytics
- Micro-interactions
- Design Thinking
- Data Visualization
- End-to-end User Experiences
- Multimodal Screen Design

Technical Skills

- Figma
- Adobe Creative Suite
- Framer
- Notion
- Mural
- Miro
- Spline 3D
- Adobe Analytics
- Sketch

Certifications

- Google UX Design Professional, Google UX
- Prototyping and Design, University of Minnesota
- Equitable Product Design, Project Management Institute (PMI)
- Data Visualization: Storytelling, National Association of State Boards of Accountancy (NASBA)

Key Achievements

- Conceptualized and designed original ideas to simplify complex design issues, balancing conceptual thinking with craftsmanship.
- Developed a deep understanding of customer needs, ensuring experience vision aligned with user needs, tasks, marketing, and business requirements.
- Advocated for design solutions by aligning them with business and user goals.
- Collaborated with multidisciplinary teams (PM, Dev, Research) to deliver elegant and engaging user experiences across screens and input modalities.
- Coordinated testing efforts with user researchers, interpreted test results, and incorporated findings into designs.
- Leveraged and contributed to structured design systems and guidelines.
- Drove alignment and harmony across partner design teams.
- Ensured experiences were accessible, inclusive, and scalable to diverse user needs.