

## Profile Summary

Seasoned UX designer with 15+ years' experience in designing enterprise and consumer facing web / mobile applications. Proven ability to collaborate with multi-disciplinary teams of designers, researchers, program managers and engineers in delivering product designs from concept to execution using user-centered design methods. Passionate advocate of users with a keen eye for details and ability to solve complex problems with simple usable solutions that satisfy user needs. Motivated and self-directed team player with 5+ years of experience in mentoring junior designers and leading / coordinating geographically distributed teams.

## Accomplishments

### Patents filed

February 2019    User Interface for Filtering Electronic Calendar Data Sets

April 2019    Interactive Tool to Book Focus Time in Email

## Proficiencies

Interaction	Visual	Tools	Languages
Navigation models	Visual comps	Figma	HTML
User flows	Style guides	Sketch	CSS
Wireframes	Design spec	Photoshop	JavaScript
Prototypes	Accessibility spec	Illustrator	jQuery

## Experience

June 2019 – Present

### Senior Designer, Microsoft

Working with the Enterprise Health design team within Office Experience Organization for building M365 Application Admin Center, a new product used by IT administrators in large enterprises to manage, deploy and monitor regular Office 365 updates across their organization. Day to day responsibilities include collaborating closely with researchers, product managers and engineers to deliver design solutions for different features within the product in the form of wireframes, prototypes, visual comps, design specifications and production assets.

Completed the first version of Application Health Dashboard feature that was released in March 2021. As of December 2021, over **29,000 tenants** have onboarded with the service and use it to monitor Office application health in more than **43 million devices**.

Mar 2018 – Jun 2019

**UX Designer (contract), Microsoft**

Worked with the Office 365 Analytics products, MyAnalytics and Workplace Analytics, as part of the Office 365 design team.

Collaborated with stakeholders, product managers, user researchers and software engineers on redesigning MyAnalytics, a product offering personalized insights about the work habits of information workers. Worked with the team on design updates for dashboard and emails till it was released for public preview in March 2019. As of May 2019, the **CSAT score** for the new dashboard was at **96%** while the emails were reaching **9.2 million users** with **73% open rate**. There was a **9% increase in dwell rate** and **8% increase in click through rates**.

May 2013 – Feb 2018

**Lead UX Designer (contract), AT&T**

Worked with the Digital Design and UX Team to define a responsive design system to be used across the digital channels of AT&T.

Collaborated closely with the business analysts and UX researchers to understand business requirements and user needs to deliver information hierarchies, wireframes, visual comps, design specs and redlines for the desktop and mobile versions of the AT&T Premier (B2B) portal.

Worked on high visibility projects like Shared Upgrade, Mobile Share and AT&T Next design improvements which led to “**50% increase** in selection of AT&T Next online, **85% increase** to online plan changes and over **100% increase** in online conversions to Mobile Share”.

Feb 2011 – May 2013

**UX Designer, GlobalScholar, Inc.**

Served as the sole designer collaborating closely with product stakeholders, program management and subject matter experts on the new and enhanced feature requirements to deliver wireframes, visual comps, redlines and style guides for the company's largest and most complex web-based enterprise application. Major contributions included re-defining information architecture, navigation enhancements and new features like standard based grading, global content search, mastery scales and personalized learning.

Designed and delivered the entirely re-branded version of the product for Houghton Mifflin Harcourt, the biggest client for the organization that accounted for about **60% of revenue** for 2011 and 2012

Oct 2006 – Feb 2011

**Senior Technical Lead (contract), Microsoft**

Collaborated with business solution managers and client agencies and coordinated with distributed teams from India and China in designing / developing flash-based marketing websites for leading clients of the MSN Solution Engineering Team

Contributed to more than 20 projects with **70% profitability** over a period of 4.5 years

Feb 2004 – Oct 2006

### Senior Web Designer, Cognizant

#### **AWARDED “ASSOCIATE OF THE YEAR” - 2005**

Created wireframes, visual comps, design assets, design specifications, HTML / CSS / JavaScript codes and handed them to the development teams

Led the design team at the company’s Kolkata division during 2004 – 2005, expanding it by 60%, managed resource allocation and recruitment / induction of new resources

## Education

2001 – 2003

### MBA - Systems Management

Institute of Business Management, Jadavpur University, Kolkata, India

1996 – 1999

### BA – Economics, Statistics, Mathematics

Jadavpur University, Kolkata, India

## Certification & Training

3-day workshop – 2005

### The Science and Art of Effective Web and Application Design

Human Factors International, Bangalore, India

2-day workshop – 2005

### User-Centered Analysis and Conceptual Design

Human Factors International, Bangalore, India

3 months full-time Certificate Course – 1999

### Multimedia & Web Design

PentaSoft, Kolkata, India