

Swapnadeep Das

User Experience & User Interface Designer/Product Designer/User Experience Researcher/UX Product Owner/Front End Developer

Dublin | +353899476388 / +353857325398 | swapnadeep016@gmail.com | [LinkedIn](#) | [Portfolio](#)

Professional Summary

A creative UX/UI/ Product Designer, UX Researcher, UX Product Owner, Front End Developer with over 5 years of professional work experience in designing and developing dynamic and complex front end and mobile applications using multiple designing and developing tools. Collaborated with the Portfolio UX Design Leads to establish design needs and achieve consistency across the product portfolio through usability test engagements and effectiveness. Experienced in developing dynamic, high-speed websites, apps, and platforms using Sketch, Invision, Figma, etc to fuel competitive advantage and revenue growth. Designed workable mock-ups and prototypes for cross-browser and cross-platform devices as well as utilized HTML/CSS/JavaScript code from design documentation for integration into desktop and mobile websites and web applications.

Key work experiences:

- Create first drafts of the designs and options to review with SMEs and product manager during reviews
- Build insights from both qualitative & quantitative data in order to inform proposed front-end designs.
- Design and document Product Visual Design and UX documents to provide guidelines for Product teams

Skills

Designing Tools: Adobe Photoshop & Illustrator (Adobe Creative Suite), Balsamiq, Sketch, Invision, Figma, Miro, XD, MS Visio, Whimsical

Developing Tools: HTML, JavaScript, CSS, React.js, Bootstrap, WordPress, PhoneGap, jQuery, Git & GitHub
Tools/Libraries: MS Visual Studio, Notepad ++, Dreamweaver

Core Skills: Wireframing & Prototyping, Visual Designing, Content placement, Interactive & Responsive Design, User flow mapping, Web designing, Usability Testing, Affinity Mapping, High fidelity Mock-ups, Persona development, Storytelling, Information Architecture

Other Skills: Good English verbal & written communication skill

Certifications:

- UI-UX web designing using Adobe, UI UX Wireframing in Balsamiq Mock-up
- Figma UX UI Design User Experience, Graphic Designing for Web Designers and UI Designers
- Illustrator for UI UX Design, React - The Complete Guide (incl Hooks, React Router, Redux)
- Dublin Coding School – UX/UI Designing Course

Career Experience

User Experience & User Interface Designer/User Experience Researcher/Product Designer/UX Product Owner/Front End Developer

Credit Management Outsource Solutions, Ireland

Feb'22 – Present

- Created interactive designs for complex web applications by way of user flows, site maps, UX architecture, Interaction flows, UI layouts for mobile apps & web applications and interactive wireframes in Figma.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes.
- Collaborated with a team of 6 Software Developers, business analysts, and backend developers to build and support applications and attended sprint planning, daily scrum, sprint retrospective, and sprint review
- Built 3 workable POC prototypes and worked with users in recording user behaviors on Miro board to utilize

the results to improve the effectiveness of User Interface and user engagement on the web applications

- Obtained user data through targeted interview and task analysis and leveraged that data to create iterative improvements, increasing user satisfaction by 30%.
- Developed Front End and UI Applications using HTML5, CSS3, JavaScript, React JavaScript, jQuery.

User Experience & User Interface Designer/User Experience Researcher/Product Designer/UX Product Owner/Front End Developer

Unipupil, Ireland

Feb'21 – Feb'22

- Created UX Case Studies using Figma, Whimsical, Miro, HTML5, CSS3 and JavaScript
- Solved a lot of work challenges such as delivering customer problem statement, menus & features integration, impactful Lo Fi Hi Fi designs, incomplete user requirements, and low hanging gold plated requests
- Completed more than 4 sub projects of a major Hotel booking project, including design of payment gateways, Webforms, mobile to do list, 5 wireframes, and improved UX for local Irish SME clients as part of Unipupil
- Designed and developed professional Interactive User Interface (UI) for Unipupil student software transactional Web applications such as eBanking, mobile banking with the help of HTML, XML, XHTML, JavaScript and CSS
- Developed Web apps with HTML5, CSS3, JavaScript, jQuery, Responsive Design for web and mobile, Bootstrap, Foundation, React JavaScript, and backend with WordPress and UI/UX enhancements.
- Created an MVC application that enables the CRUD operation using ASP.NET Core MVC as well as developed Front End elements utilizing the JS frameworks React.js and JSX, in collaboration with React engineers

Achievements:

- Increased user satisfaction by 15% by simplifying order cancellations and refund process by persona analysis
- Saved design costs by 13% by using low fidelity design prototypes where necessary instead of high fidelity.

User Experience & User Interface Designer/User Experience Researcher/Product Designer/UX Product Owner/Front End Developer

Ellmech Institute of Technology

Sep'16 – Mar'20

- Created wireframes, storyboards, user flows and site maps to effectively communicate interaction and design ideas.
- Facilitated design and development feedback loops through appropriate user research including metric analysis and user testing, to inform decisions and designs by focusing on customer needs and future prospects
- Defined both content and interactions with consideration of conversational tone and empathy, ensuring that each customer interaction is positive and uplifting for the customer, while resolving their concerns
- Designed Web, UX & UI for different platforms such as Mobile, website, and web apps using Adobe XD, and Photoshop as well as developed front-end (Web App) using HTML5, CSS3, JavaScript, jQuery.

Achievements:

- User Error Rate: Reduced the user error rate by setting up the expected user flow in a prototype and received a 20% less user errors in registration.
- Time on Task: Reduced the user time completion in booking process by improving the design and cutting down the non-essential steps
- Task Success Rate: Improved the task success rate and understanding user psychology and received a 15% better task success rate.
- Net promoter Scale: Received a NPS of 8.9/10 for the hotel booking app for the project.

User Experience & User Interface Designer/User Experience Researcher/Product Designer/UX Product Owner/Front End Developer

Smartree Infotech Solutions Private Limited

Nov'15 – Jul'16

- Interview end users and sent out surveys in order to gather insights on users to facilitate UX planning.
- Communicated and received feedback on ideas and concepts through rapid prototyping.
- Collaborated with a team of product designers, data scientists and dev engineers to discuss project requirements, UI designs and comments provided by interviewed participants and surveys on the resulting wireframes.
- Developed Web Applications using front-end technologies like HTML5, CSS3, JavaScript, jQuery, Media Query Responsive Design for web and mobile, Bootstrap, Foundation, React JavaScript, and backend using WordPress.
- Utilized technical skills in designing UX and UI for different platforms such as Mobile, website, and web applications using Adobe XD, Photoshop, Balsamiq, Illustrator, Sketch, and prototyping tools to meet client requirements.
- Applied human-centred design approaches to frame problems, uncover patterns, discover opportunities, and visualize possibilities; Implemented new designs and optimized existing user interface designs.
- Created User Journey Maps, Storyboards to develop UX Case Studies.

User Experience & User Interface Designer/User Experience Researcher/Product Designer/UX Product Owner/Front End Developer

Suhana Softech Private Limited

Jun'13 – May'15

- Gained expertise and experience in Photoshop, Balsamiq, Figma, Adobe Illustrator and Learned HTML5, CSS3, Media Query Responsive Design, JavaScript, jQuery, and WordPress to build UX Case studies, interactive and responsive front-end prototypes.
- Gained expertise and experience in User Journey Maps, Storyboards, User Personas, User Flows, Story Maps, Story Telling.

Education

PG Diploma in Applied Software Development
CCT College Dublin, Grade: 2.1

Feb'20 - Sep'21

Bachelor of Engineering in Biotechnology
Acharya Institute of Technology, Grade: 2.1

Aug'05 – Jun'10

Web, UI & UX Designing Certification
EJOB India

Apr'14 – Oct'14

Key Projects/Portfolios

Project 1: Frontend Web Designing and Development Project - Cheap mobile repair

Demo: [Click here for demo](#)

Project 2: Frontend Web Designing and Development Project – Bead happy shop

Demo: [Click here for demo](#)

Work Portfolios

UX Designing, UX Research Work Portfolio Link:

- <https://endearing-wisp-23a6f4.netlify.app/home.html>

Project 1: UX Designing Project – Food order app case study

- <https://rococo-buttercream-95565a.netlify.app/>

Project 2: UX Designing Project – Web Learning Platform case study

- <https://sprightly-gnome-c331f2.netlify.app/>