



# Anup Deb

Principal UX Designer

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- Status Permanent Resident of India

I'm a creative, self-driven UX professional who loves turning complex problems into enjoyable experiences. My core strength is interaction design, with skills in visual design, research, prototyping, and front-end. I love learning and helping others learn and grow.

- Armed with broad-based background and skills in the areas of providing appropriate solution to every ask needed.
- Finds perfect solutions using different methods, promptly fixes errors and, eventually, focused on the results.
- Trains and displays outstanding ability to manage, plan, coordinate, implement design practices to bring significant improvements in efficiency, productivity and technical processes.
- Determined to implement earned skills and knowledge for the rapid growth of the prospective organization by working effectively and consistently.
- Motivated, has great communication and idea sharing skills with technical and business professionals, self-taught, and openminded to new ways of working.
- Good balance of strong attention to details and keeping greater needs in mind without compromising the quality and usability of the end product.
- Curious professional with focus and drive for developing new skills and abilities, following trends and advancing knowledge through professional channels.

## Employment History

### SENIOR UX ARCHITECT ..... February, 2020 - December, 2020 TECHGENIES INDIA ..... Gurgaon, Haryana

- Collaborate, programmers, business analysts, and delivery manager to optimize or solution and persuade clients with my aesthetically appealing and user-oriented design approach.
- Creating wireframes and a prototype that featured a simple navigation system, streamlined check-out process, and an easy-to-use interface for multiple personas.
- Built framework for project design, wireframes, and interactive prototype for the B2B CRM platform. Driven the formation and maintenance of the UI.
- Designed intuitive mobile and web products that were usable and accessible for users without previous technology experience.
- Actively participated in the process of UX Design improvement.

### PRINCIPAL UX DESIGNER ..... November, 2018 - November, 2019 YUJ DESIGNS IND PVT. LTD. .... Bangalore, Karnataka

- Anchor and execute UXD projects independently with the client (multiple stakeholders) by diagnosing business and user needs.
- Partner with user researchers to drive research to find user needs.
- Create and present compelling design concepts as part of UX strategy.
- Work as a design lead to manage all interaction design activities including visual design co-ordination with global designers.
- Present design decisions to the stakeholders that are backed up by strong usability principles and rationale.
- Team up with development folks to ensure the design gets translated well as a final product.
- Manage communication at all levels and be responsible for project deliverables with quality and on time.

### SENIOR MANAGER ..... October, 2017 - March, 2018 HCL TECHNOLOGIES INDIA PVT. LTD. .... Bangalore, Karnataka

- Completed usability research, including polls and surveys, comparative analysis, creating personas and archetypes, defining use cases, building prototypes
- Performed competitive-comparative analysis for other companies, defining general direction and concept for further development
- Planned information structure for Intranet
- Planned content strategy for internal and clients' use in a form of defining channels, tone of voice, organizing content schedule
- Wireframed, designed and iterated interfaces for Intranet



**SENIOR MANAGER**..... May, 2016 - December, 2016  
**METASYS INC.** New Delhi, Delhi

- Handled complex projects from content to completion by working directly with key stakeholders, and on an off-site developer with aggressive deadlines an agile environment.
- Worked directly with executives and higher-level management to produce prototypes, as well as front-end and back-end developers to implement some of the designs.
- Designed a user-friendly CMS that allows site administrators to change the content and layout of the Spotlight sections.
- Created narratives produced videos to share the product's vision with everyone in the company.
- Helped develop and implement a design process to elicited requirements, created user stories, user flows, and wireframes to produce lo-fi and hi-fi mockups for development and testing.
- Research best practices, design patterns, and design trends on a regular basis.

**SENIOR MANAGER**.....October, 2006 - February, 2016  
**HONEYWELL INC.** Gurgaon, Haryana

- Strategize user experience and user interactions with project managers and clients through group discussions, stakeholder interviews, and low fidelity prototyping.
- Conduct competitive and heuristic analysis to help companies define their product goals.
- Execute user research studies and create usability test-scripts.
- Sketch, design, and develop wireframes, prototypes, information architecture, user journey maps, user flow diagrams, and personas.
- Convey user-sentiment and communicate business goals to development teams.
- Produce product solutions in quick iterations to build and refine proposals with stakeholders for sign-off before development phases.
- Generalize specific design components to help reduce development costs.

**ASSISTANT MANAGER**..... August, 2002 - September, 2006  
**GENERAL ELECTRIC INC.** Gurgaon, Haryana

- Defining animation & developing high fidelity interactive prototypes in Flash/AS3.
- Innovating & designing eLearning courses for Sales and Engineers.

## Education Background

**Design Thinking Certified & Mobile UX Certified**.....2019  
Interaction Design Foundation [www.interaction-design.org](http://www.interaction-design.org)

**Six Sigma Green Belt, LEAN Certified, UX Certified**.....2010  
Honeywell Inc. Classroom

**Advance Diploma in Multimedia**.....1998 to 2001  
Aptech Education Pvt. Ltd. Classroom

**Bachelor's Degree in Arts**.....1998 to 2001  
University of Delhi Classroom/ Correspondence

## Passion

- Usability Evaluation
- Competitor Analysis
- Data Analysis
- Information Architecture
- User Research & Interviews
- Prototyping
- Wireframing
- Visual Design
- Heuristic Evaluation

## Tools

- Adobe Creative Suite
- Sketch
- Axure
- Invision
- HTML, CSS5