Priyakshi Chakraborty

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UI/UX Designer

3+ Years of Experience at **Tata Consultancy Services**

Portfolio: https://www.behance.net/priyakschakrab

Summary

Driven by a passion for driving transformative initiatives and delivering impactful results, my focus as a dedicated user experience designer centers around attention to detail and a deep understanding of users. By placing users at the forefront, I prioritize creating compelling, intuitive, user-centric experiences that meet the requirements and specifications.

Research & Design Skills

My Core strength are **User Research, Usability testing, Information Architecture, Business understanding, Interaction design, Conceptualization, User Interface, Sitemap, User Flow, Product Design, Visual Design, Design Systems, Iconography, Color Theory, Accessibility Testing, Wire framing, Prototyping.** I had the privilege of working on various projects from different industry like educational sector, recruitment sections, Artificial Intelligent and B2B & B2C enablement.

✓ Strong understanding of UX principles.

✓ Skills to present and exercise new ideas also proficient in understanding product requirements.

✓ Experienced in end-to-end UX process implementation.

✓ Good understanding of UI guidelines for all platforms like Android, iOS and Web.

✓ Comfortable working under tight deadlines and released schedules.

✓ Has knowledge about responsive designs and breakpoints.

✓ Instinctual understanding of user behaviors, pain points and effective interactions.

✓ Keen interest in learning and upgrading for new emerging technologies & interaction design

✓ Adept at interacting with the development team to ensure deployment of designs.

✓ Balancing business goals, user needs, technical limitations & time contraints.

✓ Efficient at working as team member and delivering design work user experience requirements.

✓ I have worked with multiple clients like: **Manpower, Kelly, Randstad, Johnson & Johnson, PwC etc.**

Design Tools & Technical Inventory

Figma	Adobe XD	FigJam	Illustrator	Power Point

Work Experience

Project 1: **EZAPP Design** | UI/UX Designer

2024 - Present

My contribution to the Project :

A B2B Package Management Desktop Application.

- Developed EZAPP, a desktop application for PwC, from concept to completion.
- Independently managed all aspects, including colour selection based on PwC branding and creation of a new logo for the app.
- Designed and implemented the package management functionalities to create and update MST and MSI packages.

Project 2: **Redesigning A Power BI Dashboard** | UI/UX Designer

2023 - 2024

My contribution to the Project :

A TCS Internal Application.

- Redesigned the interface of a Power BI application for an internal TCS project.
- Revamped multiple dashboards to enhance usability and visual appeal.
- Improved overall user experience through intuitive design and efficient data presentation.
- Enhanced user experience and interface aesthetics to improve usability and visual appeal.

Project 3: **Data Migration Application** | UI/UX Designer

2023 - 2023

My contribution to the Project :

A TCS Internal Application.

- Designed a B2B data migration application for an internal TCS project.
- Solely responsible for creating wireframes, designs, and prototypes.
- Created a functional replica of Salesforce, ensuring feature parity and a seamless user experience.

Project 4: **KellyArc Online Talent MarketPlace** | UI/UX Designer

2022 - 2023

KellyArc is a B2C online meeting point between specialized automation talent and specialized automation roles. The Application is designed for both Talent & Recruiter.

My contribution to the Project :

Contributed to the UI/UX team, leveraging my strong design skills & industry knowledge to create user-centered interface and seamless user experience. Developed wireframe, prototypes and design assets while ensuring adherence to usability best practices and brand guidelines.

- Collaborated with corporate clients to understand their vision and requirements, translating them into innovative UI/UX concepts that aligned with their brand identity & business goals. Played a key role in bring their ideas to life through intuitive and visual appealing designs.

Work Experience

- Running interviews, developing creative concepts, wire framing, prototyping & testing for Talent, Client & Hiring Manager both for mobile (iOS & Android) and web.
- Collaborating with - Business Analyst Team, Development Team, Testing Team, Product management Team and other designers.
- Worked on the interaction design, prototyping tools, hierarchy, typography & colour.
- Identifying and troubleshooting UX problems.
- Incorporated customer feedback, usage metrics, and usability findings into design in order to enhance user experience.
- Contributed in developing responsive designs and prototype tailored to diverse pixel screens.
- This project I contributed to is now up and running. https://kellyarc.com/

Project 5: Deskhelp | UI/UX Designer

2021 - 2022

My contribution to the Project :

Designed an innovative UI for a Virtual Assistant ticketing Application & a Chat Bot Application to reduce the response time and enhancing user experience for both mobile (Android & iOS) and Web.

- Translated requirements into style guides, design systems, design patterns and attractive user interfaces.
- Designed UI elements such as input controls, navigational components and informational components according to UI Library.
- Created user flows, wireframes, prototypes and mockups.
- Ensured a seamless and user-friendly experience in the design implementation.
- As a UI/UX Designer, actively engaged in the comprehension and design stages of projects, encompassing wire framing, visual design and prototyping for a comprehensive user experience.
- Crafted the App in both dark & light theme

Certifications

- Practitioner certification from **IBM**
- Design Thinking for Beginners: Develop Innovative Ideas **(Udemy)**
- Design Rules: Principles + Practices for Great UI Design **(Udemy)**
- Design Thinking Program Foundation **(Udemy)**
- Color Theory Ui Design **(Fresco)**
- Agile Way of Working Foundation **(Udemy)**
- The Complete SQL Bootcamp 2022 **(Fresco)**

Education

B.Tech in Electronics & Communication Engineering

2016 - 2020   8.22 DGPA