

Dulal Deb

Senior UX Designer



Portfolio: dulaldeb.in



Mobile: 7022990198



Email: codexdesignzz@gmail.com

Skills

User research

Figma

Usability testing

Design System

Prototype

Frontify

Miro

User journey mapping

Certifications

Web design | 2015

Internet academy

Human computer Interaction | 2023

Interaction design foundation

Mobile UX Strategy | 2023

Interaction design foundation

Experience

Senior UX Designer | Aditi Consulting | Jun 24 - Present

- Enhanced the experience of Dispute filing flow used by 10Mn+ users by integrating AI mediated chat to reduce ADRT by 75%
- Re-designed 10+ Help center screens for a fintech app with the upgraded & accessible Design system

UX Designer | Maersk | Feb 22 - Jun 24

- Designed 50+ screens for pricing applications and collaborated with dev team for testing across devices and browsers.
- Designed and maintained design system serving 8+ product teams, reducing design-to-code time by 35%
- Redesigned the ocean pricing analytics tool to achieve 35% reduction in report generation
- Mapped complex user journeys for [3-5 user types], identifying 8 critical friction points

Senior UX Designer | Accenture | Aug 19 - Feb 22

- Supported UX researchers with creating the questionnaire for user interview
- Revamped the experience of legacy banking application by designing 30+ screens for web and mobile to achieve 25% increase in CSAT score
- Led design sprints with product and engineering teams to validate 5 feature hypotheses, resulting in 3 successful launches
- Mentored 3-4 junior designers and supported with hiring candidates

Junior Web Designer | Indegene | Oct 15 - Aug 19

- Developed 10+ responsive website in healthcare & retail using HTML5, CSS3, Bootstrap
- Implement JavaScript functionality, optimize code, work with backend teams, and use Git version control
- Designed & developed emailers using HTML5, Bootstrap, CSS

Education

Btech | 26-Jun-2015

Assam Don Bosco University