

# ARINDAM BASU

UX Designer (arindam@me.com)

## SUMMARIES

I am a multi-disciplined User Experience Designer with a passion for solving real life problems. With the user-centered design process, I bring concepts to life to satisfy user need and that is easy to use.

With in-depth knowledge of interaction design, brand development, and creative process I have designed applications for web and mobile for some of the world's renowned enterprise ITs like **VMware**, **Cisco** and **Microsoft**.

Highlights from last few years! It's my privilege in Syscon Justice System, to design the user experience for **WorkflowJAIL™** (*a suit of web and mobile based enterprise application on Java*) to meet the need of modern-day correction industries. It called for an ability both to walk the product team through a user-centered design process to develop meaningful experience and setting goals and plan for MVP.

And prior to that, I designed a **HIPAA Compliment HealthCare Platform – HealthyCircles**, from the ground up for MyTelehealth Solutions, LLC.

## EXPERIENCES

### **SYSCON JUSTICE SYSTEMS** *Richmond BC*

*Sr. UX Designer (Nov 2013 – June 2016) - 2 years 9 months*

Collaborating with Stakeholders, SMEs, Technologists, Marketing and Product Management team to perceive and translate product vision by developing intuitive user experience, which fulfills User Needs.

#### WHAT DID I DO?

- Use Centre Design for Web & Mobile
- Define User Flow
- Interaction Design
- Wireframe, Prototypes and Visual Design
- Information Architecture
- UX Standards
- UI Pattern Library & Style Guide
- Presenting UX Sessions to Design Team Members, Dev, QA & Client
- Platform Conventions (Global Standard)
- Mobile Experience Standard
- Research/Competitive Study
- Contextual Study
- Conduct Usability Test
- Working with Product Management, Marketing Team, BA, PO, SMEs
- Working closely with Documentation Team
- Working closely with Development Team

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- Overseeing and hands on with POC/Rollout of UI Components
- Planning and overseeing UX features for the Product
- XHTML/LESS (jQuery/JS as needed)
- Agile Environment/ Sprint Management
- Providing precise UX goals and plans for MVP

## **PartnerpediA SOLUTIONS INC.** *Vancouver BC* *Web/UI Designer (UI/UX) (Feb 2013 – Jun 2013) - 5 months*

Work closely with BAs, Stakeholders, Marketing Team & Developers to translate and represent business vision by developing intuitive UI and UX, which works across various platforms.

Resolve everyday design challenges of mobile first design space, and guide the development team with UI/UX directions for simultaneous projects.

### **PROJECTS IN PARTNERPEDIA SOLUTIONS INC.**

#### ***Microsoft Academy Podcast Windows 8 Mobile App.***

Design high fidelity/static click through mockups for products application workflows by studying the requirements and vision of Microsoft.

#### ***Microsoft Pitch Perfect – An Assessment/Certification Tool for Microsoft.***

Design a user experience for the Web Based Assessment/Certification tool, starting with the user flow, wireframe and pixel perfect high fidelity mockups.

#### ***Cisco Developer Network Marketplace***

Acquire clear comprehension of the business needs to define and create the perfect face of the Cisco Developer Network Marketplace.

#### ***VMware Solution Exchange Marketplace***

Establish appropriate creative strategies to define application workflow for VMware Solution Exchange Marketplace.

## **GUIDE PRODUCTIONS** *Vancouver CA* *Multimedia Designer (UI/UX) (2005 – 2013) - 7 years 3 months*

*HIPAA Compliment HealthCare Platform. Worked closely with clients to translate and represent their vision, conceive design and consistently meet deadlines and requirements.*

- UCD for Web & Mobile
- Define User Flow, Interaction Design
- UI Design, Wireframe, Prototypes and Visual Design

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- Information Architecture
- User Study, Requirement Study, Usability Testing
- Develop Creative Strategy, Provide Design Solutions
- Design Information Architecture, Content Strategy
- Pre Development Sign-Off process

## **WALLOP CREATIVE** *Vancouver CA*

*UI Designer/Animator (Freelance) (2007 – for a year)*

## **BLENDER MEDIA** *Vancouver CA*

*UI Designer (Freelance) (2005 – 2008) - 3 years*

## **MID3PIXEL**

*Design Partner (2000 – 2006) - 6 years 1 month*

Managed Design and Development Teams and Design projects.  
Developed design strategies, Research.

## **EXPERIS IT - A MANPOWERGROUP COMPANY** *Calcutta IN*

*Team Leader - Design Services (1998 – 2005) - 6 years*

In the role of Team Leader and a Lead Designer, oversaw and managed projects held by the designing team. Researched, analyzed and developed design strategies for more than 200 corporate, private and government clients from various sectors.

## **EXPERIS IT - A MANPOWERGROUP COMPANY** *Calcutta IN*

*Interface Designer (1998 – 1999) - 1 year*

Responsible for User Interface Design for client & internal projects.

## **EXPERTISE**

*User Experience Design, Interaction Design, Information Architecture, Mobile Design, Usability Analysis, User Research, User Interface Design, Creative Strategy, Product Design Goal/Plan, Creative Concept Development, Creative Problem Solving, Brand Design, Adobe Creative Suite, Digital Painting/Illustrations, Responsive HTML5/CSS3/LESS, Hands on Development (coding)*

## **EDUCATION**

**Government College of Arts & Crafts, Kolkata University**

*BVA (Bachelor of Visual Arts), Graphic Design/Applied, 1998*

*Grade: First Class with Honors*

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**ACHIEVEMENT** Lead designer and Manager of digital presentation that was awarded as "**2002 - Best Interface Award**" by the **CHIP MULTIMEDIA AWARD**

For demonstrating continued commitment to achieve excellence and success.  
August 2014 "**Make It Happen**"— **Award** by **VP ENGINEERING SYSCON**

**PORTFOLIO** <http://designhabit.ca>

Check out my professional profile on LinkedIn.  
<http://lnkd.in/MeVJDB>

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