



Souvik Bhattacharya

Experience Designer

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Profile

As a passionate UX designer, I don't just design screens—I craft and optimize user experiences by blending functionality, accessibility, aesthetics, and user-centricity. With extensive experience collaborating with cross-functional teams and clients across diverse geographical locations, I focus on delivering impactful, inclusive designs that solve user problems while meeting business goals.

Experience

Sept 2024 — Present

Full time

Senior UX/UI Designer at Accenture

- Collaborate on the design and development of Google PitchHub Gen AI demos, working with clients like Airbus, Coca-Cola, ITVX, UHG, and Banco BV to create MVPs that showcase the capabilities of Gemini when integrated into their products.
- Revamped dashboards for the Google Cloud Marketing team, enhancing UX and integrating Gen AI to summarize insights and optimize funnel performance.
- Support business development efforts and contribute to various initiatives within the design department to drive innovation and meet departmental objectives.

Oct 2020 — Sept 2024

Full time

Senior UX/UI Designer at Wipro Limited

- Defined project scopes, created timelines, and coordinated between designers and developers to ensure on-time project delivery.
- Conducted user interviews with individuals from over 17 countries for Dell, and developed service blueprints and system artifacts to guide design decisions.
- Developed information architectures and design strategies for mobile applications for clients like UHG, creating wireframes and high-fidelity prototypes based on analytics.
- Gained experience in leading design teams, conducting UX audits, and managing RFP processes from assessment to delivery.
- Worked with stakeholders and cross-functional teams to align designs with project goals, facilitated workshops, and presented design decisions.
- Ensured ADA compliance and optimized designs for accessibility, including conducting user testing with individuals with visual impairments.
- Explored different facets of UX by designing immersive VR training modules for Lenovo.

Education

2016 — 2020

National Institute of Design, Gandhinagar

Master of Design

2012 — 2016

National Institute of Fashion Technology, Kolkata

Bachelor of Design

Achievements

- Awarded the prestigious Stellar Performer Award at Wipro, with dual honours as Habit Flag Bearer and Victory League achiever.
- Received the SSIP grant from the Government of India for startup excellence.
- "Desi Aroma," a food delivery application aimed at empowering housewives, was recognized as the 2nd runner-up for Interface Design at the Pune Design Festival.

Skills

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| • UX Research | • Prototyping |
| • UX Audit | • A/B Testing |
| • Information Architecture | • Accessibility Compliance |
| • Wireframing | • Usability Testing |
| • Design System | • System Artifacts |

Tolls

- | | |
|------------|----------------------|
| • Figma | • Adobe InDesign |
| • Adobe XD | • Adobe Illustrator |
| • Miro | • Adobe Premiere Pro |

References

Shishir Ranjan (Principal Consultant, Wipro)

shishir.ranjan@wipro.com

Sergio Requena (Principal Product Designer, Dell)

sergio.requena@dell.com