Sumantra Sengupta

Senior UX Designer

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G Google Certified

"Simplicity and clarity, I strive for these two things in design. Great design is born of the same"

I am a Full Stack Designer(UX, UI, Visual, project management, and an understanding of the end-to-end development process) with 18+ years of designing experiences on consumer/enterprise products. Started in 2005, as an Interactive Visual/Web Designer, I eventually moved completely into Product Design. I have worked with multi-dimensional, cross-functional teams to Planning & Design loveable products that can work at the scale of different industry verticals.

Tools

Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign.

UX Design

IxD, Prototyping, Experience mapping, Personas/ Scenarios, Storyboarding, Contextual Inquiry, Affinity mapping, White-boarding.

UX Research

Needs finding, Heuristic evaluation, Usability testing, Interviews, Surveys.

Portfolio

https://kreativeartisan.com/Projects/portfolio.html

1 Experience

Senior UX and Product Designer
at **Walmart Global Tech India**

Bangalore, India

October 2022 – Present

Walmart, the world's largest retailer. The technology-first products and solutions address the needs of millions of customers, offering time and cost savings. I am working as a Sr. UX designer for Massmart (powered by Walmart) banners for B2C, B2B and Marketplace user.

- **Customer Satisfaction Dashboard on customer feedback & ratings data, Data representation of CSAT Score, Response rate, Areas of Concerns and Areas of Excellence.**

- **User journey for different modules of Last Mile Delivery System (order fulfillment process), Carrier Management System, Order Tracking System. Platform – GSCOPE**

- **Search mechanism of Promised Delivery Item Sourcing. Platform – GSCOPE**

- **Seller Registration and Onboarding Journey for Marketplace user. UX and UI design for Seller Portal**

  Skill: User Research, User Journey Flow, IA, Design System, Low/High fidelity Wireframes, User Interface Design and UTs.

2 Experience

Lead UI/UX and Product Design
at **Global IDs**

Kolkata, India
Princeton, NJ, USA

July 2019 – August 2022

Global IDs provides the solutions of significant data management problems for "Data-Centric" organizations. It gives powerful and innovative data management software products to some of the largest retail, financial, telecom, pharmaceutical and healthcare companies in the world. Led the UI/UX and Product design department.

- **User journey and UI design for different sections of GIDs Data Management tool - Data Classification, Data Lineage, Glossary, Task Management System**

- Planning, documenting, leading design team, interact with clients and multi dimensional teams. Actively participated in whole product development process and release.

- Successfully translate complex concepts and interactions into visually coherent wireframes or prototypes

3 Experience

Sr. UI/UX and Visual Designer
at Effective Digital

Pune, India
Melbourne, Australia
July 2018 – July 2019

Effective Digital(formerly known as ADWEB Software) is an Australia based global provider of innovative technology solutions across the globe. My role and responsibility:

- **User-centric Interface Design**

- **Mobile App Design**

- **Interactive prototype design**

- **Low/High fidelity wireframing**

- **Design System and Component Library maintenance Accessibility check across all the products as per the WCAG2.0+ guidelines**

- **Communicate and coordinate between stakeholders, managers and associates of different locations for design challenges and solutions**

4 Experience

Lead UI/UX and Visual Designer
at FusionCharts

Kolkata, India
Bengaluru, India
Apr 2007 – Jun 2018

My responsibility to manage a team of talented folks who are in charge of entire creative parts based on their expertise. My entire role within FusionCharts was:

- **Developed multiple charting concepts (including PowerBI chart UI model) and interface models for the core products as per the user needs**

- **Created prototypes that accurately translate the real product vision and user requirements of the products**

- **Created design guidelines, wireframes and screen mock-ups**

- **Ensured the quality and integrity of the design throughout the development cycle**

- **Built and trained talented team to fullest potentials**

- **Shared ownership among team for the best result**

- **Organised team/sprint planning meetings as per the current/backlog tasks with accurate time estimations**

5 Experience

Sr. Visual Designer and Team Lead
at Indusnet Technologies

Kolkata, India

Aug 2005 - Apr 2007

Indusnet Technologies is an award-winning digital service company helping enterprises leverage the power of Internet through cloud, mobile social and analytics.

- **Managed multiple clients with best possible design solutions for different project scenarios**
- **Mobile App UI Design**
- **Website Design (design, html, flash animation)**
- **Project Management**
- **Project ownership**
- **Training & Mentoring**
- **Leadership**

6 Experience

Intern
at Rightway Graphics

Kolkata, India

Jan 2005 - Aug 2005

I have joined here as a fresher and have involved with major projects undertaken by the firm. I was delegated to conquer some design and development for internal projects as well.

- **Website Template design**
- **Logo Design**
- **Brand Identity**
- **Social Media Banners / Web Banners**
- **Brochure / Letterhead**
- **Newsletter**
- **Product Package Design**
- **Animated Banner**

6   Education

Foundations of User Experience (UX) Design
Issued by Google. Grade Achieved: 96.21%

Enterprise Design Thinking Practitioner
Issued by IBM

Certification of Advanced Design Thinking Masterclass Series from Udemy

The Certification on Master Digital Product Design – UX Research & UI Design from Udemy

Certification of Neutral Networks Design and AI Interface Design from LinkedIn

Bachelor of Business Management – Manipal University Jaipur (Pursuing)

Jadavpur High School – Kolkata, WB, India
West Bengal Board of Higher Secondary Education(1997)

School – Burdwan, WB, India
West Bengal Board of Secondary Education (1995)