

Shramana Das

UX Researcher & Designer

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PORTFOLIO

<https://www.shramanad.com/>

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EXPERIENCE

Cactus Communications - UX Design Intern

Mumbai, Maharashtra | January, 2024 - Present

- Conducting a UX benchmark heuristic evaluation for the product called **Editage** and sub-product of Editage called **Paperpal**
- Performing an in depth competitor analysis for Paperpal following the UX benchmark experiences
- Wireframing landing pages for Editage India and its sub-products

HT Media Labs, Hindustan Times - UX Research & Visual Design Intern

Noida, Delhi NCR | February, 2023 - September, 2023

- Conducted user research and performed in depth competitor analysis for a one-stop OTT mobile application's content discovery
- Wireframed mobile application screens using UX research and visual design to improve the content discovery experience
- Redesigned OTT platform content cards and designed daily and push notification carousels

Next Mile Co. - UI Design Intern

Mumbai, Maharashtra | June, 2022 - August, 2022

- Redesigned the mobile version of the company's website to enhance user experience and improve aesthetic appeal
- Developed two mini board games to effectively communicate complex content to stakeholders
- Created captivating posters and infographics for social media posts that successfully raised brand awareness and interaction
- Created a comprehensive brand kit and social media templates to ensure consistent branding across all platforms

Lourdes Textiles (P) Ltd. - Consumer Research Intern

Kolkata, West Bengal | February, 2016 - October, 2016

- Conducted comprehensive market research for the fashion brand RAPHAA
 - Analyzed various markets to gain insights into consumer preferences and needs
 - Developed thorough consumer personas using research data, improving the brand's comprehension of its target market
 - Worked in tandem with designers to offer insightful advice based on the needs of the consumer fashion
 - Contributed to the brand's strategic decision-making process by delivering actionable insights and fostering a consumer-centric approach
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EDUCATION

National Institute of Fashion Technology, New Delhi 2021 - 2023

Masters in Experience Design

Majored in UI/UX Design

Studied creative thinking, analysing problems and giving solutions through divergent and convergent thinking.

Learnt qualitative and quantitative research process, empathy mapping and user journey mapping

Learnt wireframing, prototyping and usability testing, redesigning of mobile app

Studied SDG and implying a holistic development of a brand through SDG

Netaji Subhas Open University, Kolkata 2018 - 2020

Masters in English Literature

Netaji Subhas Open University, Kolkata 2014 - 2017

Bachelors in English Literature

INIFD, Kolkata 2013 - 2015

Diploma in Fashion Design

SKILLS

User Experience Research

Product

Interaction Design

Visual Design

Creative and Lateral thinking

Problem Solving

Storytelling

Hand Illustration

Figma

Adobe Photoshop

Adobe Illustrator