Saswata Rakshit

Senior UI/UX Designer

Bangalore, India | saswatarakshit30@gmail.com | +91-7205250441 | Portfolio | LinkedIn

SUMMARY

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Dynamic and proactive UI/UX Designer with over 8 years of experience in creating impactful business, consumer, and associate product experiences. Currently orchestrating design initiatives at Lowe's, where I spearhead the development of intuitive, user-centered interfaces. Championed projects that balance business requirements with customer needs, leveraging both interaction and visual design skills to optimize user experiences. Strong expertise in competitive analysis, conventions, and staying up-to-date with industry news to ensure design excellence.

"I had the pleasure of working with Saswata on several projects, and he consistently delivered high-quality work on time. He's a skilled developer and a great problem solving mindset. Saswata is a reliable team player and a valuable asset to any team." ~ Arrit Gashi, Senior Product Designer at Lowe's Companies, Inc.

SKILLS

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UI/UX Design & Research Methods:

User Experience(UX) Design | User Interface(UI) Design | User Research | Surveys | Interviews | Focused Group | User Persona | Empathy Map | Competitive Analysis | Information Architecture | Site map | User journey flow | Design System | Design Strategy | Low Fidelity – High Fidelity Wireframe | Prototype | Responsive Mobile & Web Design | Interaction Design | Visual Design | Usability Testing | A/B Testing | Tree Testing | Storyboard | UX Audit | Heuristic Evaluation | Data-driven design | Mobile-First Design

UI/UX Design Tools:

Figma | Adobe XD | Sketch | Illustrator | Photoshop | Zeplin | Miro | Invision | Adobe Creative Cloud | JIRA | Google Analytics

Front-End Development:

HTML | CSS | React.js | Micro-frontend | JavaScript

Collaboration:

Design Conventions | Storytelling | Communication | Agile Development | Cross-Functional Team Collaboration | Stakeholder Management | Lean UX Principles

EXPERIENCE
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Lowe's India   **Bangalore, India**

Senior UI/UX Designer   April 2019 - till date

- Spearheaded the user experience design for various projects, collaborating closely with product owners and engineering teams to orchestrate a seamless user experience across the portfolio.
- Conducted user research, concept testing, and usability studies to uncover insights and inform design decisions and productionized 5 projects.
- Developed low-to-high fidelity wireframes and prototypes to visualize design solutions and validate hypotheses, resulting 90% customer satisfaction rate during Figma prototyping testing.
- Evangelized key UX concepts and championed internal UX initiatives, mobilizing larger engineering and product teams, which resulted in a 28% boost in store performance.
- Orchestrated the redesign of the web app, resulting in a 30% increase in user retention and a 20% improvement in usability metrics.

Accenture Solutions Pvt Ltd   **Bangalore, India**

Software Engineer   May 2016 – Apr 2019

- Contributed to the development of user-friendly software solutions by collaborating with UX teams to implement design strategies and user requirements.
- Engineered and sustained web applications, ensuring strict alignment with design specifications and amplifying user experience.

EDUCATION
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Post Graduate – UI/UX Design & Research

University of Texas, Austin (Certificate)   2024

Bachelor of Engineering

KIIT University, Bhubaneswar   2012-2016

ADDITIONAL INFORMATION

Find my work in