

# Koushik Samanta

## User Experience Designer

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### Work Experience

#### **Synechron / Sr. Associate (UX)**

January 2018 – Present, Hyderabad

Currently, lead a team to maintain the internal style guide & implement new design patterns in Docs, Sheets & Slides on web & mobile. Create prototypes for motion studies, oversee production specs & facilitate design reviews with stakeholders across modules for a **leading American bank's wholesale banking technology**. Collaborate closely with product managers, developers & the marketing team.

#### **Bimarian / Sr. UX Designer**

October 2016 – October 2017, Hyderabad

Designed and coded frontend library in hybrid platform (Ionic) for various clients (includes medical, finance, logistics, education, transport industry) beside UX job responsibility.

#### **Infomatics / Technical Consultant**

June 2015 – February 2016, Kolkata

Worked as a UX designer for **Wipro**. Designed pages, flow and prototypes for NRC (National Register of Citizens) and TSECL (Tripura State Electricity Corporation Ltd.). Challenge was to create simple flow as the end user bracket was huge.

#### **Binaryfolks / UX Designer**

April 2011 – August 2013, Hyderabad

Back in 2011 started as **LogoMafia** and in 2013 changed to Binaryfolks. Job included Conducting user research and testing. Developing wireframes and task flows based on user needs. Collaborating with Designers and Developers to create intuitive, user-friendly software.

### Education

#### **Calcutta University / B. Com**

July 2000 – June 2003, Kolkata

### Skills

#### **Design:**

Illustration & UI graphics  
Strategy & vision presentations  
User flows  
Concept sketches  
Wireframes & mock ups with Illustrator  
Motion design with After Effects  
Production redlines  
Style guides & pattern library

#### **Prototyping:**

Rapid prototyping using Axure & Invision  
Interactive flow with HTML/ CSS/ JS  
Frameworks (Bootstrap, Foundation)

#### **Research:**

Task analysis & persona hypothesis  
A/B Testing & Experiment  
Cafe & diary study  
Cognitive walkthrough

#### **Collaboration:**

Organizing workshops  
Facilitating design critique  
Self Starter  
Detail oriented  
Flexible  
Communicative