Arunava Basak

UX/UI Designer

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Portfolio : https://medium.com/arunava-basak
Website: https://thebongartist.com/design

About

Passionate designer interested to work on challenging UX/UI Projects holding responsibilities in products' design architecture, solve complex problems creatively through brainstorming, ideation and testing.

I have previously led designs of projects with only idea as the scope, to build out the design architecture, logic system and connect the dots; revamp existing client application to create future proof, user friendlier version of the earlier. I have also led the in-house product team of doodleblue as a product manager/ thinker for a brief period and helped ideate, conceptualise and design a product that is targeted specifically towards UI/UX designers, provide support to devs and handle weekly sprints and also design for the in-house built mobile games.

I always emphasize on the big picture of everything, think systematically & diversely. I value usability & simplicity over everything else in design.

Skills

Softwares
Figma, Sketch, Principle, Illustrator, Photoshop, Invision, Invision Studio, After Effects, Final Cut Pro, Office Suite.

UX and Digital Product Design:
Design Thinking, Ideation and Conceptualisation of Product, System Thinking, Story Telling, Wireframing and workflow design, Sketching, Rapid Prototyping, Information Architecture Design, Requirement Gathering, Design Communication, Product and Design Documentation.

UI Design:
UI Design for Web/ Mobile applications, Low and High Fidelity Prototype design, UI Animations.

Graphic Design:
Logo, Icon, Poster and illustration design.

Others:
Basic Animation, Video Editing and Videography, Brand, Social Media Marketing, Fine Art, Fundamental Coding knowledge (C, C++, Python, Java, R, Android, MATLAB, HTML, CSS)

Experience

thebongartist / Artist & designer
NOVEMBER 2019 - PRESENT, CHENNAI

A personal project to take a step forward in working independently as an Artist & Designer. Currently I am managing Personal Branding, Content Strategy, Fine Arts, Website design and Marketing.

doodleblue / UX/UI Designer
JULY 2018 - NOVEMBER 2019, CHENNAI

Worked as lead designer for Indian/ international projects/products from Info-tech, Telecommunication, Branding, Design and Gaming industries. Have led Product thinking and UX/UI lead for the in-house product team focusing on a Design Platform and Visual designer for in-house mobile games. Lead an onsite UX,UI design of Malaysian Telecom App & CMS.

doodleblue / UI/UX Design Intern
JANUARY 2018 - JUNE 2018, CHENNAI

Started out my design career by creating the new logo of doodleblue and working on the webpage of the rebranded company. Followed by a number of Pre-sales Concept design work, directing Art for the in-house Mobile game and leading the first design Project for a Business Information sharing Project.

The Fine Arts Club, VIT / PR Head
MAY 2017 - MAY 2018, VELLORE

Held responsibility to increase public outreach of the club, increasing social media engagement and promoting other artists and attracting collaborations.

The Fine Arts Club, VIT / Artist
JULY 2015 - DEC 2017, VELLORE

The beginning of my growing passion towards art, and making my creative side alive . This has been solely responsible for me to move towards Art and design. I experimented with different art techniques, worked on murals and large scale artworks/ installations, and have been design lead for an installation.

Education

VIT University / B.Tech ECE
JULY 2014 - JULY 2018, VELLORE

CGPA : 8.5

Kendriya Vidyalaya CLRI / H.Sc Computer Science
JULY 2013 - JULY 2014, CHENNAI

Score Percentage : 92.6%

Interests and Hobbies

Fine arts, design, reading, dance, video and photography.

Languages

English, HIndi, Bengali, Tamil