

Pranamita Ray

With over 5 years of experience as UX Designer and Researcher, my expertise lies at the intersection of various industries and domains, ranging from e-commerce and digital marketing to gaming, education technology, and societal impact initiatives. Throughout my career, I have honed my skills in crafting intuitive and impactful user experiences tailored to diverse user demographics and needs.

EXPERIENCE

Product Designer

NewStore Inc, Berlin

Jul 2023 - Jan 2024

- Led design efforts for the NewStore Omnichannel Management platform within the Web Platform team.
- Conducted extensive UX research including user personas, journey mapping, and heuristic evaluation.
- Qualitative research conducting surveys via Qualaroo, accumulating 150K+ impressions and 500+ responses for, generating reports with actionable insights.
- Utilised Dovetail platform for in-depth insights on over 20 user interviews conducted for the Omnichannel platform.
- Ensured Web Design System compliance with Storybook.

UX Designer and Researcher

Searchmetrics GmbH, Berlin

May 2021 - Jan 2023

- Led end-to-end design for new product Research Lab (one product solution) for high enterprise clients (L'Oréal, Paypal) to enhancing strategies for digital marketing analytics.
- Collaborated cross-functionally with product managers, developers, and stakeholders to redesign and revamp several products on the Searchmetrics platform.
- Worked extensively on market research, competitor analysis, persona development for internal products.
- Implemented a new user feedback system, conducting qualitative research and user interviews for over 30 clients (internal and external) in the volume of actionable insights gathered from users.
- Led the UX chapter initiative introducing UX tools and methodologies, conducting workshops.

UX Designer and Researcher

Hogeschool van Amsterdam, Amsterdam

Jan 2020 - Sep 2020

- As a part of Digital Society School, developed an interactive platform aimed at prompting users to explore ethical questions pertaining to Physical Cybersecurity during a traineeship at Digital Society School in Amsterdam.
- Published research project on the Dutch digital rights agency, Bits of Freedom's blog, extending the platform's impact and fostering critical discourse.
- Presented insights from the project through a webinar hosted by the Nederlandse Vereniging voor AI- en Robotrecht (NVAIR) in January 2021, contributing to discussions on ethical considerations in emerging technologies.

CONTACT

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EDUCATION

Master of Design

National Institute of Design

Bangalore, India / 2019

Bachelor of Technology

West Bengal University of Technology

Kolkata, India / 2014

SKILLS

Professional

- User Experience Design (UX)
- User Research
- User Interface Design (UI)
- Information Architecture
- Interaction Design
- Usability Testing
- Persona Development
- Journey Mapping
- Prototyping

Technical

- Figma, Adobe XD, Sketch
- Photoshop, Illustrator, InDesign
- Miro, Mural, Figjam
- Invision, Zeplin, Balsamiq
- Jira, Trello, Basecamp
- Qualaroo, Maze, Dovetail, Amplitude, Usability Hub
- HTML & CSS

Interpersonal

- Collaboration
- Communication
- Agile Methodologies
- Accessibility (WCAG guidelines)
- Visual Design
- Analytical Skills
- Continuous Learning

EXPERIENCE CONTINUED

UX Designer

Playsimple Games, Bangalore

Sep 2019 - Jan 2020

- Revamp the UX of the game purchase screen feature for WordJam and Word Trip, resulting in a notable 14% increase in player purchases on the store screen, surpassing the initial target of 7%. Subsequently, the feature was adopted in multiple other games available on both the Android Play Store and iOS App Store.
- Developed gamer personas, empathy mapping, player journey mapping, and opportunity mapping to enhance the game player experience for WordWars and Solitaire.
- Contributed to the development of the Cooperative Leaderboard feature for the game WordTrip, which was successfully launched in March 2020 and received high acclaim from players

Product Designer (Internship)

Cuemath, Bangalore

Apr 2019 - Aug 2020

- Designed the Cuemath Diagnostic Test (CDT), an online assessment tool aimed at assessing inherent mathematical aptitude. To date, the test has been completed by over 35,000 students across 75 schools in India.
- Qualitative research to inform the creation of user flows, interaction design, and visual elements for the CDT across both mobile and web platforms.
- Collaborated with developers to successfully launch report cards for Cue-Parent and Cue-Teachers, facilitating easy tracking of Cue-Students' progress. Additionally, contributed to the redesign of SEO pages to enhance online visibility and accessibility.

Freelance and Projects

- UI/UX consultant for Bhaago India, Bangalore / 2022
- Collaborated with founders to create prototypes, conduct user research, and assist in the rebranding and implementation of product features for Finland-based startups Fairforce & Ketjureaktio / 2021
- Design consultant for improvement of Anganwadi (Integrated Child Development Services) primary schools in collaboration with Aga Khan Foundation, Hyderabad / 2019
- Master's Thesis: Designed a pre-evaluation system for school children in collaboration with Cuemath / 2019

OTHER EXPERIENCES

Supply Operations Analyst

Headout, Bangalore

Jan 2016 - Jan 2017

- Worked with one of India's fastest-growing travel startups, overseeing the management of supply partner accounts and optimizing in-house tools and training interns and associates.

Transaction Risk Analyst

Amazon, Bangalore

Sep 2014 - Dec 2015

- Worked with product team vetting and monitoring vendor accounts and reporting fraud patterns.

LANGUAGES

English (Native)

German (Intermediate mid)

Bengali (Native)

Hindi (Fluent)

PRESENTATION

Digital to Physical: Cyber Security

Co-presenter

In collaboration with NVAIR

(Nederlandse Vereniging van AI- en Robotrecht)

Tilburg University, Netherlands / 2021

Hiveminds: Cyber Security

Co-presenter for Digital Society
School Design Showcase 2020

Hogeschool van Amsterdam / 2020

PUBLICATIONS

A filter without algorithms

Original: *Een filter zonder algoritmes*
(Dutch)

Article in collaboration with Bits of
Freedom, Netherlands

Face masks as a canvas for resistance

Original: *Gezichtsmaskers als canvas
voor verzet* (Dutch)

Article in collaboration with Bits of
Freedom, Netherlands
