

Debadarshinee Mohapatra

Senior UX/UI Designer

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EXPERIENCE

Senior UX/UI Designer

ABB

08/ 2023 - Present, Bangalore

- Designed and integrated presales digital tools into a **unified platform**, **improving usability** and streamlining decision-making for drive motor solutions.
- Led alpha and beta testing** phases, collecting user feedback to refine product usability, resulting in enhanced user experience and adoption.
- Successfully launched a Minimum Viable Product (MVP) with **7,000+ active users**, driving significant business impact.
- Applied design thinking methodologies to create **user-centered solutions**, improving cross-functional collaboration and customer engagement.
- Developed UX writing guidelines, enhancing content consistency and boosting designer **efficiency by 35%** and ensuring content consistency across platforms.

UX/UI Designer

EdgeVerve Systems

03/2022 - 08/2023, Bangalore

- Designed an AI tagging tool, improving **data classification efficiency and accuracy**.
- Led design workshops to identify usability issues and developed solutions, improving **user task completion rates by 30%**.
- Conducted **UX audits** on existing products, identifying **usability issues** and proposing actionable recommendations for **enhanced user experiences**.
- Developed comprehensive **style guides and UI components** to ensure scalability and consistency across the product suite.

UX Design Consultant

Collective Craft

02/2020 - 02/2022, Bhubaneswar

- Designed user-centric interfaces that increased customer **retention by 30%**, enhancing overall user experience and engagement.
- Conducted user research, interviews, and A/B testing to validate design hypotheses, driving data-informed decisions and improving product usability.

Product Designer

Plannet

07/2019 - 01/2020, Bhubaneswar

- Collaborated with planners and architects to refine and enhance interface design, resulting in **improved user engagement**.
- Boosted overall user experience for end-users by identifying key pain points and implementing solutions that led to an **increase in user satisfaction**.

CAREER SUMMARY

- A focused professional with nearly 6 years of experience in UI/UX Design, adept at creating innovative and user-centric designs that align with business goals.
- Skilled in transforming complex requirements into intuitive interfaces, leveraging research and usability testing to enhance user experience, drive engagement, and improve user satisfaction.

KEY ACHIEVEMENTS



My diploma project was chosen to be presented at the International Conference on STEM for Future Economic Development, as part of **Vibrant Gujarat 2019** in Ahmedabad, India.



Improved **task completion rates** by **30-35%** through UX enhancements and process optimizations.

EDUCATION

Bachelors in Architecture

Pilloo mody college of Architecture

2018 - 2024, Cuttack

UX / UI Design

Interaction Design Foundation | GrowthSchool | Uxcel

2018 - 2024, Online

Post Graduation in Industrial Design

Indian Institute of Crafts and Design

2016 - 2018, Jaipur

SKILLS

Wireframing, Prototyping (Low & High Fidelity), Interaction design, Information architecture, UI/UX Design, Responsive design, Mobile & web design, User testing, Design thinking, User research, Heuristic evaluation, Usability testing, Agile UX, Design Systems, Accessibility Standards, A/B Testing, AI-powered UX, SaaS Products, Enterprise UX, Fintech, Accessibility-First Design, User Flows, UX Writing

TOOLS

Figma, Sketch, Miro, Notion, Illustrator