

# Joydeep Sengupta

**Product designer**

Berlin

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## SKILLS

User eXperience

User research

Stakeholder management

Agile methodologies

Sketch

Figma

## SUMMARY

Joydeep has over 15 years of experience in designing cloud based and native apps. He is an expert in understanding and analyzing user behavior & psychology. His passion is to design for increased customer satisfaction while generating positive business impact.

## EXPERIENCE

### Zalando SE - Berlin

Principal Product Designer | Jan 2021 - Present

Senior Product Designer | Aug 2017 - Dec 2020 (3 year 4 months)

#### Responsibilities:

Leading Zalando's post purchase and category management experience, conducting innovation workshops and design sprints, managing stakeholders, collaborating with research and analysis team to gain deeper insights, creating user journeys, IA and UIs, conducting user tests, mentoring other designers.

### Honeywell International - Bangalore, Golden Valley, Melville

Design Experience Lead | Oct 2016 - Apr 2017 (7 months)

Promoted as a design focal for Honeywell's cloud based security offerings.

#### Responsibilities:

Managing a design team of 5, leading interaction design effort for one of the most visible and complex cloud based security programs (MaxPro), involving over 10 scrum teams and 3 design teams across the world, ensuring a 5 star end-to-end UX for web and mobile that reflects Honeywell's design language.

Lead Designer | Oct 2016 - Apr 2017 (7 months)

#### Responsibilities:

Leading interaction design effort for next generation Honeywell security cloud, collaborating with research and global design team to create high quality user experience that meet international security standards.

### HERE Maps (a division of Nokia) - Boston

Senior Interaction Designer | Feb 2012 - Dec 2014 (2 years 11 months)

#### Responsibilities:

Leading the design of various social-location based apps such as HERE Collections, HERE Guides for mobile and web with millions of user base.

### Nokia - Bangalore

Senior User Experience Designer | Apr 2010 - Feb 2012 (1 year 11 months)

Designed Nokia Life Tools and Nokia Listing apps for emerging markets.

#### Responsibilities:

Creating personas, designing user flows and pixel perfect UIs, creating clickable prototypes, conducting user research and usability testings in India, Indonesia and China.

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## AWARDS

### Honeywell

Global Bravo Award - Bronze

Global Bravo Award - Star

Dec 2016

### Mambu (MHCI capstone project) - Madeira

UX Lead | Feb 2009 - Dec 2009 (11 months)

Mambu is a SaaS based light weight micro finance application enabling loan officers in remote places perform their day to day job effectively and reliably.

Responsibilities:

Conducting ethnographic study in Mozambique, hosting ideation workshops, creating storyboards and high level interface designs.

Note: Collaboration with the co-founders of Mambu GmbH was when it was an academic project. Joydeep is not associated nor affiliated with the company.

### Tech Mahindra - Bangalore

Technical Associate - User Experience Design Team | Nov 2006 - Jul 2008 (1 year 9 months)

Worked as a UX consultant for clients such as Federal Reserve Bank, Motorola, CISCO and British Telecom.

Responsibilities:

Conducting user studies, developing personas, creating wireframes and pixel perfect designs, navigation map, design pattern library, clickable prototypes and conducting user testing.

### Wipro - Bangalore

Software Engineer | Jul 2004 - Nov 2006 (2 years 5 months)

Responsibilities:

Developed and tested command line interface for CISCO and Alcatel's Network Management Systems. Handset testing for Motorola

## EDUCATION

### Carnegie Mellon University

Master of Science (M.S.), Human Computer Interaction | 2008 - 2009

### Visvesvaraya Technological University

Bachelor of Engineering (B.E.), Information Science | 2000 - 2004