

# Nilanjan Roy

Senior UX Designer

[Link to Portfolio](#)

[in LinkedIn/nilanjanroy](#)

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## Skills

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Product Design, UX & UI Design, User Research, User Journey, Usability Testing, Design Thinking, Problem Solving, Strategic thinking & Systems Design, Stakeholder management, Wireframing & Rapid Prototyping, Service Design, Heuristic Evaluation, Data Visualisation, Conversation Design, Interaction & Visual Design, Branding, 2D Animation, 3D Design & Rendering

## Tools

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Figma, Adobe XD, Sketch, Invision, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Miro, Notion, Wordpress, Framer, Voiceflow, Spline 3D, Power BI

## Work Experience

**(3 years 11 months)**

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### Larsen & Toubro- LTIMindtree (Sr. UX Designer)

*(Jul 2022-Present)*

#### A. Media Campaign Management Website for a Global FMCG Brand

*(Oct 2023-Present)*

- Conducted and structured UX research efforts, taking data-driven decisions to redesign a complex media campaign services portal, which strengthened brand planning by 25%; ongoing further iterations.
- Created experiences for strategic planning and campaign design track which reduced assessment load by 60% through strategic thinking, problem solving, UX design processes and usability testing.
- Simplified and restructured the track, devising an 65% faster navigation and reducing learning curve
- Fostered collaboration across teams working closely with product owners, managers, designers, business analysts and developers to maintain platform-wide consistency and alignment in vision.
- Orchestrated designs with user satisfaction of 45% at track level in an agile/scrum product development.

#### B. Digital transformation of Business Compliance Suite for a Global IS Company

*(Oct 2022-Jul 2023)*

- Converted manual experience of different streams of the B2B fintech suite into digital, ensuring 60% retention of users into the new platform since first pitch.
- Formulated and executed 2 complex streams/ services with a modular design approach; deploying MVP in less than 4 months; thus increasing user satisfaction by 42% and findability of information by 21%.
- Oversaw overall visual design, data visualization improving readability of KPIs, dashboards and metrics.
- Designed and managed the implementation of the design system, UI patterns, component library, and site mapping, resulting in a significant reduction of workload from an initial timeline of 120 days to just 65 days.
- Conducted advanced Figma knowledge share sessions across cross-functional teams aiding transition.

#### C. Hackathon Future Portal for LTIMindtree

*(Sept 2023-Jan 2024)*

- Spearhead the entire workflow in a multidisciplinary team of 8, setting road map, journey and interactions of the website under agile sprints leading to increased involvement of employees by 46% .
- Increased monthly active users by 55% by introducing in-trend experiences, participation based incentives as a result of effective thinking and problem solving.
- Achieved 14-18% engagement rate growth among Domain experts, speakers and leaders.

#### D. Shared Services Portal (Payroll Redesign) for LTIMindtree

(Sept 2023–Present)

- Executed the entire revamping of payroll portal guiding a team of 3, aligning with the new brand identity of LTIMindtree after merger.
- Strengthened security of portal by 30%, personalization of information rated 4/5 on in-house testing.

#### Contractual (UX & Visual Designer)

(June 2020–June 2022)

#### E. ResQ flood mitigation mobile application & system design

(Jan 2021–June 2021)

- Collaborated with NGOs, developers and other stakeholders to design a flood response and risk management mobile application, contributing to functioning of the business model, systems thinking and service blueprint design as well.
- Curated additional services like deployment of medication, food, commodities; deploying additional skilled helpers, cab drivers as rescuers (captains); functioning of SOS features directly via satellite/radio signals.

#### F. Pitch Case for IRCTC Railconnect Redesign mobile application

(Nov 2021–Feb 2022)

- Redesign the entire mobile application based on new age issues, pain points, competitive analysis and thorough customer interactions. Re-booted the brand identity with in trend UI patterns and visuals.
- Created additional USPs/ features like in-app Train search comparisons, Railway Messenger Service; distributed dashboard for pre-journey onboarding, during journey and post journey; real time alerts.
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#### Freelance (Architecture, Interior Design & Graphics)

(Sept 2018– June 2022)

#### Internship (Karan Grover & Associates)

(Dec 2018– May 2019)

### Certifications

(Click to view credentials)

- [Introduction to Artificial Intelligence by IBM](#)
- [Design Thinking for Innovation by University of Virginia Darden School of Business](#)
- [Agile Meets Design Thinking by University of Virginia Darden School of Business](#)
- [Data-Driven Planning and Market Strategy by The Trade Desk Edge Academy: The Future of Open Internet](#)
- [Introduction to User Experience Principles and Processes by University of Michigan](#)
- [Effective Problem-Solving and Decision-University of California, Irvine](#)
- [ChatGPT for Beginners: Using AI For Market Research](#)

### Education

- School of Planning and Architecture, New Delhi (Masters in Industrial Design; 2020–2022)
- School of Planning and Architecture, Vijayawada (Bachelor of Architecture; 2015–2020)
- South Point Sr. Secondary School, Guwahati (Senior secondary education; 2012–2014)
- Don Bosco Sr. Secondary School, Guwahati (Secondary education; 2002–2012)

### Awards & Honors

- Council of Architecture : National Awards for Excellence in Architecture '20 (10 Best Thesis at National Level).
- CERA Wb.: Washroom Design Challenge '19 (Top 12 nationalists; Zonal Winner).
- Citation (1st) – Happy Cities Hackathon India '18, APCRDA Amaravathi Summit.
- ArchDaily: [Featured architectural photography \(2019\)](#); Alembic Museum.