

Debadatta Jena

Design Thinker, User Interface Designer, Human Centered User Experience Designer

Linkedin: <https://www.linkedin.com/in/debadatta-jena-122761b>

Portfolio: <http://www.designerbrain.com>

Bangalore, India

(+91) 7411 5858 60

Papun786@yahoo.com

Summary

I do passionate user advocacy and enjoy creating futureproof human-centered experience that people will love to experience when they interact with virtual world such as websites, software applications and mobile apps.

What I Do

1. I understand business requirements & perform user research to learn user needs & pain points. That includes a lot of brain-storming with stakeholders.
2. Define user workflow and sketch ideas to address the problem.
3. Communicate Scenarios, Experiences, interactions, and user needs to key stakeholders.
4. Sketch Wireframes and test the wireframes if it's usable.
5. Design mock-ups & create an Interactive Prototype.
6. Validate the derived solution by Usability Testing.
7. Create pixel perfect Visual Design & UI Specifications followed by HTML Creation and Testing.

Professional Experience

1. **Sampatti.com** [08, Sep 2003 – 21, Aug 2004]
Consultant
HTML/ XHTML/CSS Creation, Iconography, Image Optimization, Image retouch, Bulk HTML Creation
2. **Naukri.com** [24, Aug 2004 – 21, Sep 2005]
Senior Web Designer
Navigation Design, Wireframe, HTML/XHTML/CSS Creation, 2D animation, Iconography, Conceptualization, Content Structuring, Sales Microsites,
3. **Sopra India** [22, Sep 2005 – 15, Jun 2007]
Senior Web Designer
Web Design, Navigation Design, Wireframing, HTML/ XHTML/CSS, 2D Animation, Iconography, Intranet Site Creation & Maintenance, Requirement Analysis, Banners, Posters & Newsletters, Browser Compatibility & W3C standard HTML.
4. **Birlasoft** [18, Jun 2007 – 24, Oct 2011]
Senior Software Engineer
UI Bug fixing in .net 2008, Team Building, Requirement Analysis, UI Design, Navigation Design, Wireframing, HTML/ XHTML/CSS, Team Coordination, GE Projects, ONSITE visit for requirement gathering
5. **Arctern Consulting** [23, Nov 2011 – 22, Sep 2014]
Asst. Team Lead
End to end UI related activities, UI Design, Wireframing, MS InfoPath Form Designing, HTML/ XHTML/ CSS/ JQuery, Data Visualization for SharePoint 2010, Requirement Analysis, Browser Compatibility Testing & fixing, W3C Validation, Corporate Branding, Internal Products UI Design, WINNER of intra-organization UI Design competition
6. **IMSHealth/QuintilesIMS/IQVIA** [06, Oct 2014 – till date]
UI/UX Design Manager
Dashboard Creation for Microstrategy, Tableau, Data Visualization, UI Bug fixes in .net 2017, UI Bug fixes in Angular Apps, Mobile UI Design, Responsive UI with Bootstrap, Corporate Branding, Photography, Videography, Hackathons, User Experience Design, Wireframing, Team Building, People Management, UI Design for Client Facing Products

Professional Skills

Methods

Requirement Analysis
User Interviews
User Research
Guerilla Research
Sketching
Prototyping
Usability Testing
Wireframing

Principles

Design Thinking
Agile
Lean UX
Conceptualization
Design Sprint
Heuristic Evaluation
Human behavior
Human - Computer Interaction
Information Architecture
Interaction Design
Product Design
Strategy
User Experience Design
User Interface Design
Data Visualization

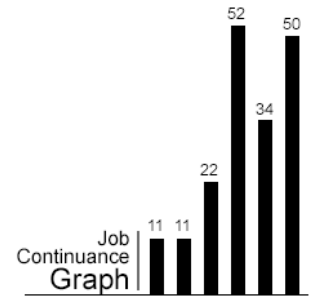
Tools

Paper & Pencil
Sketch, Balsamiq
Adobe Photoshop
Adobe Illustrator
Axure, InVision
Dreamweaver

Technologies

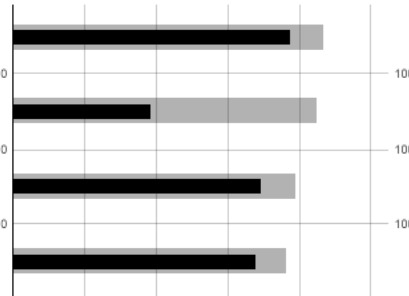
HTML 5
CSS 3
Bootstrap 4
Jquery

Average # of Mmonths per Company | **30.5** Months



Education

1. **Matriculation [1994]**
Board of Secondary Education, Odisha
2. **+2 [1996]**
Council of Higher Secondary Education, Odisha
3. **Diploma in Metallurgical Engineering [1996 - 1999]**
SCTE & VT, Odisha
4. **Bsc. Information Technology [2008 - 2010]**
Punjab Technical University



Average % of Marks of Career | **61.34** Percent

■ School Topper %
■ Debadatta's %

Certifications

1. **Ongoing**
 - i. User Research
 - ii. The Practical Guide to Usability
 - iii. User Experience – The Beginner's Guide
2. **Completed**
 - i. Human Factors Engineering
 - ii. [Adobe XD CC Essential Training](#)
 - iii. [Become an User Experience Designer](#)
 - iv. [Multi Device Design](#)
 - v. [Prototyping](#)
 - vi. [Creating Scenarios & Storyboards](#)
 - vii. [Ideation](#)
 - viii. [Paper Prototyping](#)
 - ix. [UX Design techniques - Overview](#)

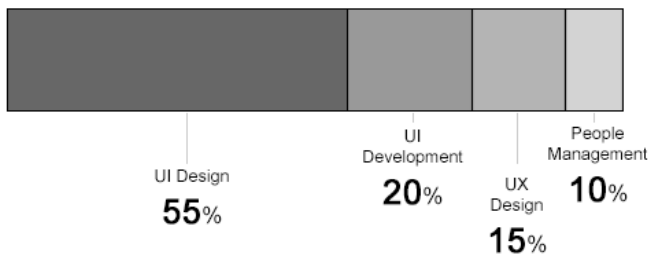


INTERACTION DESIGN FOUNDATION

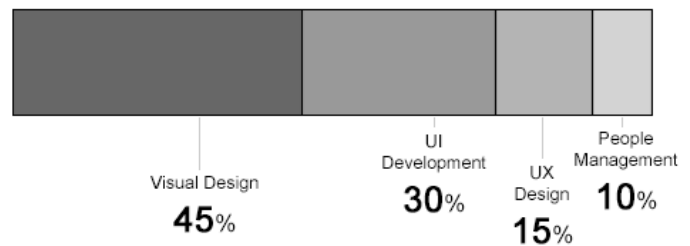
IIT, Bombay



A Day in Office



Design Career



I am proud of my PUNCTUALITY, HONESTY, ASSERTIVENESS, TIME-MANAGEMENT and LEADERSHIP abilities. I enjoy BADMINTON, TABLE TENNIS, TRAVEL, MUSIC, BOOKS and CURRENT AFFAIRS among others.

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