

Debadatta Jena

UIUX Designer

Design Thinker, User Interface Designer, Graphics Designer

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I am focused on creating meaningful experiences through design. I am a talented UX designer with 10+ years of experience and overall 17+ years' experience in UI and visual design. I bring an engineering perspective and creative problem-solving approach to create products and experiences people love to use. Persistence, curiosity and an obsessive attention to detail defines me. With a background in information technology, experience as a digital designer and developer, I am competent in all aspects of the design process.

EXPERIENCE

SecurEyes Techno Services Pvt Ltd / UIUX Lead

24 Feb, 2020 - Present | Bhubaneswar

Participating in every phase of the project life-cycle from initial customer interaction to final production delivery. Regularly discuss with stakeholders to stay on track while managing a team of designers. Its part of the job to meet product stake holders, present initial wireframes with pen and paper and later converting them to digital form followed by applying design thinking, Visual Design/Digital Design and preparing various design documents. Also actively monitoring the progress with team members to check any deviation, conducting user tests, AB tests followed by course correction. Also plays a key role in functionality tests, advocating on behalf of the end users, convincing clients on well researched proposals, keeping an eye on the progress before final handover. Also responsible for mentoring fellow team mates, preparing KPIs for them, pushing to acquire new techs in a time-bound fashion and provide scope to use them in products.

Freelancer / Designer

01 Jun, 2019 – 30 Jan, 2020 | Bangalore

User research, visual design, prototyping using user centered design process using a suitable and approved design strategy for clients who use these for mobile apps and web apps. Data visualization, dashboard creation. Brainstormed and prototyped several pixel perfect concepts in collaboration with engineers, analysts to drive higher conversions with lower cost.

IQVIA / UIUX Manager

06 Oct, 2014 - 23 Apr, 2019 | Bangalore

Researched, designed and prototyped a more approachable and valuable experience for world's leading healthcare companies as a core part of visioning team. Developed, debugged and helped in responsive hybrid applications for bigger and smaller screens. Managed, trained and groomed UIUX team members on design thinking, latest trends and up skilling. Designed numerous informative dashboards, info-graphics, digital content for healthcare giants with a design strategy. Used design thinking process and part of design sprints for various projects.

ARCTERN / Asst. Team Lead

23 Nov, 2011 - 22 Sep, 2014 | Bangalore

Designed custom SharePoint applications using HTML5/CSS3/Jquery. Led a team of UI designers and was responsible for their grooming to stay updated. Spearheaded end to end UI activities from research and requirement analysis to UAT to delivery. Collaborated with marketing and presales team to manage a wide variety of cross-media projects involving branding, illustrations, print, UI design. Focused on branding identity design for client Volt.

BIRLASOFT / Senior Software Engineer

18 Jun, 2007 - 23 Oct, 2011 | Noida/ Sydney

Actively did requirement analysis, prototyping, clickable wire-framing, responsive UI designs for domestic and international fortune 500 companies. Collaborated closely with product managers, developers and onsite stakeholders. Executed research and redesign of MXL, DDA, NABARD websites. Did search engine optimization, image sprites.

SOPRA India / Senior Web Designer

22 Sep, 2005 - 15 Jun, 2007 | Noida

Being the sole in-house designer, designed and managed every project including international clients, intranet and was responsible for handling and managing external design vendors. Generated and pitched campaign concepts. Worked closely with product managers and strategy team to create visual solutions.

NAUKRI.com / Senior Software Engineer

24 Aug, 2004 - 21 Sep, 2005 | Noida

Navigation Design, Wireframe, HTML/XHTML/CSS Creation, 2D animation, Iconography, Conceptualization, Content Structuring, Sales Microsites. Being part of marketing team, assisted creative director and created

EDUCATION

BSc. IT / Punjab Technical University

01 May, 2008 - 01 June, 2010

Contributed to several experimental projects involving web usability, tangible interaction and natural user interfaces.

Diploma Metallurgy / Kalinga University

01 May, 1996 - 01 June, 1999

Contributed to several groups and initiations like Sports, Academic club, Cultural club. Recognized in engineering drawing. Active member and organizer of college convocation and celebration team.

SKILLS

Design:

Illustrations & UI graphics, Strategy & vision presentations, User flows, Concept sketches, Wireframe & mockups with Sketch, Photoshop & Illustrator, Style guides & pattern library

Prototyping:

Rapid prototyping using Adobe XD, Invision, Sketch, paper & pencil, HTML, CSS & JS

Research:

Data visualization, Task analysis & persona hypothesis, A/B testing & experiment, Cafe & diary study, Guerilla research, Usability testing, Design sprint, Design strategy

Collaboration:

Organizing workshops, Facilitating design critique, Self starter, Detail oriented, Flexible, Communicative, Jira & Confluence

Tools:

Paper & pencil, Sketch, Adobe CC suite, Balsamiq, Axure, Invision, Dreamweaver, Adobe XD, Microsoft PowerBI,

Technologies:

HTML5, CSS3, Bootstrap4, Jquery

ideas and animated effects, visual solutions and motion graphics.

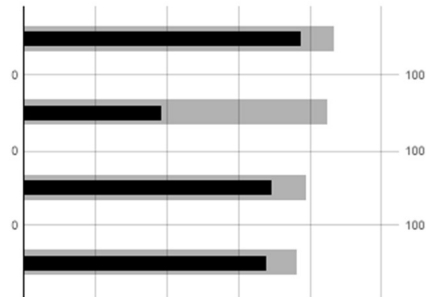
SAMPATTI.com / Consultant

08 Sep, 2003 - 21 Aug, 2004 | New Delhi

Image retouching, HTML, CSS and assisting development team in fixing UI bugs.

EDUCATION

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



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

■ School Topper %
■ Debadatta's %

CERTIFICATIONS

- Ongoing**
 - User Research
 - The Practical Guide to Usability
 - User Experience – The Beginner's Guide
- Completed**
 - Human Factors Engineering
 - [UX Design Essentials - Adobe XD](#)
 - [Adobe XD CC Essential Training](#)
 - [Become an User Experience Designer](#)
 - [Multi Device Design](#)
 - [Prototyping](#)
 - [Creating Scenarios & Storyboards](#)
 - [Ideation](#)
 - [Paper Prototyping](#)
 - [UX Design techniques - Overview](#)

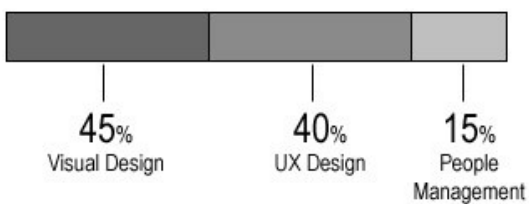


INTERACTION DESIGN FOUNDATION

IIT, Bombay
Udemy



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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