



# AKASH DATTA

UX Designer

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From aspiring to pay my way through life by painting on French streets to solving everyday troubles using design thinking, I've day-dreamed more than usually prescribed.

My passion lies in solving problems using technology. I believe this is key in extending human capabilities.

I'm looking for an environment to explore and innovate keeping the community we're helping in the forefront.

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 [imakash.com](http://imakash.com)

 0421369847

# AKASH DATTA

UX Designer

## EDUCATION

BA – Graphic Communication

BATCH 2010 NAFA (Singapore)

BATCH 2013 Loughborough University (UK)

## EXPERIENCE

OCT 2019 WhatsMine, Sydney

MAR 2020

### UX Designer

I planned and facilitated user and internal stakeholder research to improve the usability of existing app and build new features.

MAY 2018 Deputy, Ultimo

OCT 2019

### UX Designer

I carried out exploratory and usability research with prospective users to synthesise research findings aligning with business objectives and internal stakeholders. Also experimented from growth UX designer with the aim of increasing mobile conversions in 2019.

MAR 2017 Design Brewery, Gurgaon

MAR 2018

### UX/UI Designer

Managed and designed 9 projects including websites and web apps.  
Each project ranging from 1 to 3 months.

APR 2015 Pure Design Solution, Gurgaon

MAR 2017

### Sr. Interactive Designer

Ideated and designed the UI/UX of 4 products (apps and responsive websites) to bridge the gap between new/existing customers and company's new products/goals.

FEB 2014 Jack of all Threads, Bangalore

JAN 2015

### Visual Designer

Product design for website and web app.

## TOOLS



Also: Figma | InVision | UX Pin | Ae | Ps | Ai | Pr

## LEARNING

- Focusing on the why, consistent communication and education are key in order for a small team to avoid oversight and stagnancy.
- Small gains are better than big and unquantified changes.
- Research methods - diary study, guerilla testing, user interviews.
- How to work with a product squad more effectively.
- Why setting expectations in the beginning and communication are 2 key roles in the success of a product.
- I enjoy UX more than UI.
- I like finding issues and fixing them with design.
- Importance of UX increases when business models rely on product.
- UX is more than good layouts and catchy fonts.
- In fact, it's mostly neither.
- Knowing stakeholder's requirements helps smooth project flow but doesn't mean successful product.
- Learning and applying on the go helps from work getting monotonous.
- Planning is essential for success in every project.
- Communication trumps all problems.

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## FREELANCE

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- MAY 2013 ASEANpreneurs, Singapore  
JUL 2013 **Freelance - Graphic Designer**
- DEC 2012 Haum Interiors, Bangalore  
MAY 2013 **Graphic and Web Designer**
- JAN 2013 ClockWorks, Singapore  
FEB 2013 **Freelance - Motion Graphic Artist**
- NOV 2012 Marks and Spencer, Bangalore  
DEC 2012 **Freelance - Videographer and Animator**
- NOV 2012 Florasent, Bangalore  
NOV 2012 **Freelance - Graphic Designer**
- OCT 2012 ASEANpreneurs, Singapore  
NOV 2012 **Freelance - Motion Graphic Artist**
- JUN 2012 UrbanJourney, Singapore  
AUG 2012 **Graphic Designer**



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