Subidit Dasgupta

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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	7.68 (Current)	2018 - Present
Senior secondary	CBSE board	87.0%	2018
Secondary	CBSE board	10.0	2016

Experience

- **UX Design Intern at Microsoft India (R&D) Pvt. Ltd., Hyderabad**   *May 2021- July 2021*
  Worked in the Microsoft Office Mobile team on "Re-imagining the onboarding experience" of the MS Office mobile application. Collaborated with UX Researchers and designed the on-boarding flow and FRE and carried out user testing for the designs.

- **UX Design Intern at Orena Solutions Pvt. Ltd., Vadodara**   *July 2021- Aug 2021*
  Had client meetings and designed a real estate browsing and booking application for Asopalav Realty, which is a commercial construction label under 'Aim Infrastructure'. Gave 7 sample website designs for a US-based client, Holistic Partners, which is a job-seeking and outsourcing company.

- **UI/UX Designer at SWC (Students' Web Committee)**   *Aug 2019 - Feb 2020*
  Researched and designed a feature add-on for OneStop, the student app, which was the blog section for the app. Also designed an Election Portal for the 2020 Gymkhana Elections.

- **UI/UX Designer at 'Inspire' (a campus start-up)**   *Aug 2019 - Feb 2020*
  Inspire is an alternative to mainstream social media that aims to motivate users to learn new things from their friends and peers. Worked on the user interface of the app to make it more intuitive. Prepared questionnaires and conducted user surveys to gain insights into the target audience.

Projects

- **Re-imagining the On-boarding and FRE of MS Office mobile app**   *May 2021 - July 2021*
  Venkat Gopal, Senior Design Manager, Microsoft IDC
  This internship project started with understanding the current onboarding flow and studying the user retention and drop-offs due to the flow. Then 3 versions of the onboarding flow were designed with improved First Run Experience (FRE) for 3 categories of users. Then user testing of these versions was carried out and the feedback was documented for the final checkpoint.

- **Heard | An app for Mental Health treatment through sound**   *Jan 2021 - April 2021*
  Dr. Shakuntala Acharya, Assistant Professor, Dept. of Design, IIT Guwahati
  Heard is a Semester Thesis Project (STP) which provides the users with a variety of sounds and music to soothe their mind (which can be paired with a VR experience) and also lets the user meet and talk to authorized personnel to discuss their mental health, right from the comfort of their homes.

- **Wander | A Travel Companion for Backpackers**   *Nov 2020*
  This is a self-guided project which caters to travellers who seek adventures and do not want to travel the touristy way. This lets the users connect with places that allow and welcome backpackers, and also act as a travel companion by providing all kinds of travel-related information.

- **Pragati | Pregnancy and Newborn Care for Rural India**   *Mar 2020 - Jun 2020*
  Dr Keyur Sorathia, Associate Professor, Dept. of Design, IIT Guwahati
  Pragati is an application for rural mothers and families which educates them about safe and hygienic care of pregnant mothers and newborn children. The project was to redesign the Pragati app to improve its usability keeping in mind the rural user base.

- **Motor | A Vehicle Repair and Management app**   *Dec 2019 - Jan 2021*
  Researched and designed a mobile application for the vehicle owning population of India which helps to detect damages, estimate the repair cost and initiate repairs for more than one vehicle.

Technical skills

- **Design Skills :** Brainstorming, User Research, Journey Mapping, Low/High Fidelity Wireframing, Information Architecture, Task Flow Creation, Persona Creation, Storyboarding, Prototyping, User Testing, Video Editing
- **Software:** Figma, Adobe XD, ProtoPie, Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro), SparkAR, Maxon Cinema 4D*, Blender*

  Elementary proficiency

Positions of Responsibility

- **Head, Media at Techniche** - The Annual Techno-Management Fest of IIT Guwahati
- **UI/UX Designer** at Students' Web Committee (SWC)
- **UG Executive (Design)** at Student Alumni Interaction Linkage (SAIL)

Achievements

- **Kriti 2018 (The Inter Hostel Technical and Management festival):** Secured 1st position in Prakriti, the environmental video-making competition.
- **Kriti 2019 (The Inter Hostel Technical and Management festival)**: Secured 1st position in the Web and App Development Hackathon.
- **UCEED 2018:** Secured AIR 35 among 11567 appearing candidates.

Extra-Curricular

- **Spardha 2018 (The Inter Hostel Sports Competition)**: Represented Kapili hostel in the inter hostel badminton match.
- **Manthan 2018 (The Inter Hostel Cultural Competition)**: Participated in Music Band Competition as a vocalist and secured 4th position.
- **MIT COVID-19 Challenge 2019:** Participated and completed the 24 hr challenge in a team of 4 members (2 developers & 2 designers)
- **State-level badminton 2015**: Qualified for Under-17 District and Under-19 State-level badminton and secured 6th position in both the categories in Kutchh, Gujarat.
- **Abhilasha 2019**: Volunteer at the full-day design workshop for young minds.
- **Alwaan, The first-year Design Exhibition 2018**: Member of the organizing team.

Key courses taken

- Design Analysis and Evaluation Methods
- Physical and Cognitive Ergonomics*
- Interaction Design
- Design Research and Technical Writing*
- Usability Engineering*
- User Research Methods
- Visual Communication
- Systems Approach to Design
- Design Management*

  To be completed in Nov 2021