

Arup Paul

User Experience Designer

I'm focused on creating intuitive, delightful & customer oriented experiences through design.

Work Experience

Unisys / Lead UX Designer

Jan 2009 - Present, Bangalore

- Design Lead in support of concept development work in the digital arena with digital marketing teams, product managers, and stakeholder to identify, assess and conclude options through providing design insight and options as part of the creative process
- Helping all the marketing initiatives by providing state of the art design solutions for Launching and promoting solutions specifically designed for Financial Services, Government, Travel & Transportation, and Life Sciences & Healthcare
- Working closely with various stakeholders across the globe (US&C, Latin America, Asia Pacific, and EMEA) for all marketing campaign initiatives & providing them with desired design solutions.
- Lead all aspects of user-centered design including information architecture, navigation, content hierarchies, interaction design, and interactive wireframe prototypes for digital marketing team.
- Managing and mentoring a team of designers, helping them develop their craft in all areas such as research, UX design, UI design.

Infinite Computer Solutions / Sr. UX Designer

July 2008 – Jan 2009, Bangalore

- E-learning content design & development in the Courseware Engineers Team for AT&T projects

Mass Software Solution / UX Design Lead

July 2005 – July 2008, Kolkata

- Translate business goals and requirements into effective digital experiences by designing (UI/UX) for various clients across the globe.
- Conceptualized original ideas that bring simplicity and user friendliness to complex design roadblocks
- Created low fidelity wireframes, high fidelity wireframes, navigation, and sitemaps to effectively communicate interaction and design ideas
- Defined visual strategy and guidelines for comprehensive brands and products.

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Education

Human-Computer Interaction (HCI)

Indian Institute of Technology (IIT), Bombay
2021

Bachelor in Computer Application (BCA)

Sikkim Manipal University - 2014

Certifications

CXL Certified

A/B testing mastery
User Research

Interaction Design Foundation (IDF) Certified

Human-Computer Interaction
Mobile User Experience (UX) Design
Web Design for Usability

Skills

Design: Persona • Storyboarding • User flows
• Concept sketches • Wireframing •
Interactive Prototyping • Design Systems •
Web App • Mobile App

Tools: Figma • Sketch • Principle •
Adobe XD • In Vision • Zeplin • Photoshop •
Illustrator • Confluence • Jira • Miro

Research: User Research • Contextual
Inquiry • Task Analysis & Persona Hypothesis
• Comparative Analysis • A/B Testing &
Experiment • Usability Testing