

Avirup Chakraborty

UX/UI Designer

Creative and forward-thinking UX/UI designer with **2 years of dedicated UX experience**, with an overall experience of 8 years. Passionate about blending creative expertise and technical skills to bridge business goals with user needs, delivering intuitive and impactful design solutions.

EXPERIENCE

UX Design Consultant | Independent

May 2022 - Present

- Redesigned the user journey for an e-commerce client, driving a **315% increase in conversions** by improving navigation, optimising call-to-action placement, and streamlining the checkout process.
- Introduced UX enhancements, including simplified checkout and trust-building elements, **resulting in a near 40% reduction in cart abandonment** for a bakery client.
- Redesigned landing pages for a cosmetic surgeon clinic, **achieving a 210% boost in lead generation** through clear value propositions, persuasive above the fold content, and optimised form designs.
- Led a complete UX/UI overhaul of an eye clinic's website, **increasing user engagement by 200%** through improved accessibility, user-friendly navigation, and an appealing, trustworthy design.

Design Thinking Team | HSBC

Nov 2021 - Apr 2024

- Played a key role in developing new features for an internal application, leading to an **80% improvement in process efficiency**.
- Conducted primary and secondary user research as a part of the Design Thinking team of HSBC
- Was involved from research to ideation while designing an internal tool which got **funding approved of USD 700k**

Co-Founder | TheBleuHaven

May 2020 - Feb 2022

- Co-founded an online e-commerce store and managed 4 employees
- Did a total sales of \$216k while averaging a customer conversion rate of 2.81%.

Charter Member & Key Admin | One Design Community

- A thriving design community in Kolkata boasting over 500 members. Accomplished in organizing, facilitating, and hosting engaging speaker events, mixers, and networking gatherings.

EDUCATION & CERTIFICATES

Product Design Fellow | Ownpath

2023

Design Thinking Practitioner | Humane Design & Innovation Consulting

Nov 2023

UX Design Professional Certificate | Google

Jan 2023

Design Thinking 101 | HSBC & Stanford Online


Jan 2023

Bachelor of Commerce | St. Xavier's College, Kolkata

Jul 2009 - Jun 2012

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CORE COMPETENCIES

User Research

Personas

Ideation

Wireframing

Prototyping

Usability Testing

Visual & Interaction Design

Information Architecture

Design Guides

Basic HTML/CSS/JavaScript

TOOLS & TECHNOLOGIES

Figma, Sketch, Zeplin, Adobe XD,

Principle, Framer