# Sumit Das Gupta

Product Designer
www.sumitdasgupta.net (Password-007)

## About Me

I am Sumit come from a Fine art background and I have always been associated with designing for the users and empathizing with their needs and functional requirements. I have been fortunate in working with diverse domains and technology ranging between Enterprise Application, SAAS, Augmented Reality, Touch - Gesture based Applications, Commercial Sectors, Solutions and projects of different complexities in past. Total experience 12+ years and Relevant 6 years experience in design, I have gained expertise in interaction , prototype , Research and building complex solutions but also in redefining the design processes and helping development teams to inculcate design as an important tool in their development processes.

## Education

**Mobile User Experience (UX) Design Certification**
Interaction design foundation
Issued Nov 2019

**2D Classical Animation Diploma, Interactive Technology**
Heart Animation Academy (Hyderabad)
2003-2004 - 1st Division

**Graduated in Visual Arts**
Birla Academy of Art & Culture (Kolkata)
2000 – 2003 - 1st Division

**Workers Collage, (Jamshedpur, Jharkhand)**
Higher Secondary (Science) - 2nd Division

## Language

English, Hindi and Bengali

## Hobbies

Painting, Music and Playing Cricket

## Contact

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## Skills

Competitive Research
Heuristic Evaluation
Persona / Journey Map
Wireframe
Interaction Design
Visual Design
Design System
Illustration

## Tools

Figma
Adobe XD
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe Animation
UX Pin
Miro
Marvel

## Work Experience

**ValueLabs Pvt Ltd**

Sr Designer I OCT2020 Present

ValueLabs is a global technology company focused on Product Development, Data Technology and Digital services. Powered by The Digital Flywheel™, provide end-to-end solutions in the fields of Customer Experience, Data & Analytics, Product Development and Automation. Over the last 23 years, have expanded to 31 locations, 6000+ associates and clients worldwide. Focus on employees and clients have resulted in industry-leading Net Promoter Scores (NPS) of over 60 and 80 respectively.

## Pramati Technologies Pvt Ltd

Product Designer I APR 2017 - OCT 2020

WaveMaker Inc. brings the WaveMaker Platform that combines rapid application Development (RAD) with PAAS (Platform As A Service). WaveMaker, Inc. is a portfolio company of Pramati Technologies (est. 1998)

**Wavemaker 9.0 Version Product Experience enhancement**
My responsibilities entail improvements the visual user experience and collaborating with engineering tease to design delightful ecosystem and visual experience. Deliverables for Wavemaker 9.0 are detailed visual Mock and specification document, which starts with paper prototyping and wireframes

**The Law Society of Upper Canada (Ontario)**
The digital transformation process with the best and most up-to-date UX, transform their AS400 legacy product to new age cloud interface.

My responsibilities entail improvements the user experience and collaborating with Diffrent teams. Work closely with BA team in requirement gathering, UXResearch ,Competitive Research. Interaction Design (Wire-framing), prototyping ,pixel perfect Visual Design and create Design System

## Xenium Digital Pvt Ltd

UI Designer I JUN 2015 -APR 2017

Xenium are passionate to facilitate innovative approaches to marketing communication using traditional communication tools such as Research, CRM, Events and Advertising in combination with integrated campaign components such measurable new media technology and interaction appealing to the human senses by engaging participation and natural interaction

Xenium Digital has been providing engaging branded experience to a world class clientele such as Mercedes, Yahoo, Tata, Google, Vodafone, Intel etc.

My responsibilities entail improvements the user experience and interface design for a variety of Technologies  Augment Reality, Virtual Reality , Gesture base , Simulation, Mobile Solution , Multitouch  , Holographic Projection
Retail:          Future Group, Olay, Myntra , Forevermark
Medical:        Abbot
Engineering:   WNS, Bosch engineering

## Mile Nine Studios Pvt Ltd

UI Designer I NOV 2011 - MAY 2015

My responsibilities entail design game assets and Animation collaboration with game play writer and engineering

## Zee Entertainment Enterprises Limited

Supervise Animation Designer I OCT 2009 -SEP 2011

My responsibilities entail  as a Supervise Animation project for Cartoon Network

## Animation Dimension India Pvt Ltd

Animation Designer I Nov 2006 - SEP 2009

My responsibilities entail as an Animation Designer for Cartoon TVC for
Mink Young Production LCC, Nickelodeon , Disney Channel, Xilm France Production etc.

## Mauj Telecom (the Mobility Division of the People Group)

Illustrator/Graphic Designer I Feb 2005 -Oct 2006

My responsibilities entail as for illustration and designing for the following clients:
Orange India, Idea Cellular, TATA Indicom, LG India, BSNL, Sony BMG India, The Factory,

*Thank you*