

Diparati Sen

UX/UI DESIGNER

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London, United Kingdom 

PROFILE

Highly motivated and results-oriented UX/UI Designer with 5+ years of experience crafting user-centred experiences for complex applications. Proven ability to conduct user research to inform the design process, translating user needs into intuitive and visually appealing interfaces. Skilled in collaborating effectively with cross-functional teams to deliver solutions that drive business success.

Skills

Design Skills: Figma (Expert), UI Design, User Interface (UI) Animation, Interaction Design, Wireframing, Prototyping, Design Systems

User Research: User Interviews, Usability Testing, User Persona Development, User Journey Mapping, Data Analysis

Collaboration: Cross-Functional Teamwork, Communication, Stakeholder Management

Technical Skills: Understanding of HTML/CSS/JavaScript and Design Implications for Development, Familiarity with Agile Methodologies

Tools & Techniques: Prototyping tools (Figma), user research tools (Maze, Dovetail), design thinking tools (Miro)

Soft Skills: Problem-Solving, Critical Thinking, Iteration, Continuous Learning

Links

Portfolio: <https://diparatisen.com/>

LinkedIn: <https://www.linkedin.com/in/diparatisen/>

Hobbies

Creating mandala and zentangle art and learning about human psychology and how it feeds into UX design.

Work Experience

UX/UI Designer

09/2022 - Present

Adsum Technologies

- **Led user research initiatives** (interviews, usability testing) to understand user needs and pain points within the FinTech product. Translated findings into actionable insights to guide the design of a simplified and intuitive user interface, resulting in a **65.7% increase** in new account creations.
- **Collaborated closely with product managers, engineers, and data scientists** throughout the design process, ensuring user needs remained at the forefront and design solutions aligned with business goals.
- **Designed and iterated on high-fidelity prototypes** using Figma, facilitating user testing and gathering feedback for continuous design improvement.

UX Designer

09/2018 - 09/2021

Cisco Systems

- **Transitioned from UI development to UX Design** to leverage a combined understanding of user needs and technical feasibility.
- **Integrated user research methods** (user interviews, usability testing) throughout the design process for collaboration features within the Cisco Webex suite. Analysed data to identify user needs and pain points, informing design decisions to optimise user experience.
- **Designed and implemented user interfaces** for collaboration features, ensuring consistency across platforms (iOS, Android, Web) and adherence to design system guidelines.
- **Presented design solutions and research findings** to stakeholders, effectively communicating the impact on user experience and business objectives.

UI Developer / UX Engineer

07/2016 - 09/2018

Cisco Systems

- Leveraged a strong technical background as a UI developer to **contribute to design decisions** for Cisco Webex Calling, enhancing application usability.
- **Collaborated effectively** with global teams and stakeholders, facilitating communication and documenting design processes.
- **Delivered impactful UI improvements** that contributed to a **15% increase in Webex user conversion**, generating an estimated £3 million monthly revenue growth.

Education

MSc. in Human Computer Interaction

University of Bath, UK

B.Tech. in Computer Science & Engineering

Swami Vivekananda Institute of Science and Technology, India

Voluntary Engagements

Guest Lecturer

University of Bath

I deliver lectures and workshops on UX/UI Design for the Mobile and Pervasive Systems module at the University of Bath.

Volunteering at UX Events

UX London, UX Brighton, Tech Circus

I regularly volunteer at multiple UX conferences like Fintech Design Summit by Tech Circus, UX London and UX Brighton.

Global Events Lead & Regional Creative Lead

Cisco Systems

Worked on designing event posters and presentations, ideating event concepts, and executing them in a fast-paced environment. Created newsletters, managed their website, created and managed social media channels, and handled all the relevant communications.