

Swaralipi Roy Chowdhury Samanta

Product Designer

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No work authorization needed to work in USA

Experience

Product Designer | Freelance

November 2019 - Present | Remote

Working with clients to provide end to end digital design solutions that elevate user engagement and accessibility such as designing websites and applications, audits on website, site experience, branding assets, social media advertising, email templates, brochures, menus.

Product Designer | DI.Q.Easy

April 2025 - June 2025 | Contract | Remote

Conducting user research, conducted competitive analysis, user interviews, A/B testing, and full visual redesign for a digital marketing start-up, including logo redesign, new brand identity, and website design resulting in 14700% increase in social media post view. Engaged with stakeholders as both a designer and acting product manager.

Product Designer | Shark Realty

April 2024 - June 2024 | Contract | Remote

Conducting user interviews and heuristic analysis to identify pain points in online property searches targeting Non- Resident Indians, for a real estate startup, reducing task completion by 81.43%. Developing a cohesive brand identity. Aligning stakeholders on product goals, conducting usability testing and developer hand-off of a high-fidelity prototype of a website.

Visiting Faculty | Techno India University

March 2023 - May 2023 | Kolkata, India

Taught Design Thinking to Computer Science undergrad students.

Visiting Faculty | Ecole Intuit Lab

August 2022 - December 2022 | Kolkata, India

Taught Design Thinking and Web Design to Masters and undergrad students.

UI/UX Design Intern | Apsolutio Technologies Private Ltd

November 2019 - April 2020 | Kolkata, India

Streamlined the user flow of the app page 'Add new e-wallet account' for the company android financial app reducing adding a new debit card time from 1.32 minutes to 0.73 seconds. Designed various UI components of the design system, including UI notifications. Collaborating with developers proposed a whole new design for 'Cash-in-hand' feature of the financial app. Designed promotional banners and visual content for app marketing.

Graphic Design and UX Intern | Jihuzur Services Private Ltd

June 2019 - August 2019 | Kolkata, India

Designed logo, splash screen, on-boarding screen for company android medical app. Re-designed service feature screens of the company developed app. Designed social media banners for the different social media pages of the company promoting their android app.

Graphic Design Intern | Aim2Excel

November 2018 - December 2018 | New Delhi, India

Designed logos for client website. Designed emailers, discount coupons, pamphlets, menus for Aim2Excel's Australian client GV FoodCourt.

Education

2020 - 2022 | Tallinn, Estonia

Cyprus University of Technology and Tallinn University

MSc. Interaction Design

Certifications

User Experience: The Ultimate guide to Usability and UX

2021 | Coursera

UI/UX Design Specialization

2020 | Coursera

Skills

Tools

Figma
FigmaMake
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects
Miro
Useberry
Wix
ChatGPT
Copilot
HTML/CSS

Methodology

UI/UX Design
Interaction Design
Landing Page Design
Website Design
Wireframing
Prototyping
Design Sprints
Persona Hypothesis
User Flows
User Research
Affinity Mapping
A/B Testing
Survey Design
Questionnaire
Usability Testing
Visual Design

Accomplishments

Published author of research paper in **Revista Tecnología, Ciencia y Educación N.º 30 Enero-Abril 2025.**
DOI: <https://doi.org/10.51302/tce.2025.19449>

Presented research study "Transforming Education in West Bengal: Interactive Learning's Impact on First-Generation Learners" at **EL@RA Conference 2023**