

# Swaralipi Roy Chowdhury Samanta

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No work authorization needed to work in USA

## Experience

### Digital Designer | Freelance

June 2022 - 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, leveraging AI-powered tools such as Figma Make for rapid prototyping and concept exploration, and deliver high-quality design solutions aligned with client goals including projects:

### Visual and UX 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 B-2-B 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.

### Visual and UX 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 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 Grade : 3.25

## Certifications

### Front End Web Development

October2025-January 2026 | can code

### User Experience: The Ultimate guide to Usability and UX

2021 | Coursera

### UI/UX Design Specialization

2020 | Coursera

## 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>

## Skills

### Tools

Figma  
FigmaMake  
Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe After Effects  
Miro  
WCAG  
ChatGPT  
Copilot  
HTML/CSS  
JavaScript

### Methodology

UI/UX Design  
Interaction Design  
Visual Design  
Branding Assets  
Landing Page Design  
Website Design  
Social Media Design  
Typography  
Marketing Collateral  
Wireframing  
Prototyping  
User Flows  
User Research  
Usability Testing  
A/B Testing  
Agile Methodologies  
Visual Storytelling  
Responsive Design  
Survey Design  
Questionnaire