Aleena Das

SENIOR UX DESIGNER

Detail

Berlin, Germany

+49 15158054422

aleenadas91@gmail.com

Portfolio

https://www.aleenadas.com/
Password: on request

Skills

Creative Problem Solving

Leadership

Analytical Thinking Skills

Project Management

Creative Problem Solving

Business Awareness

Figma

Rapid Prototyping

Design System

User testing

Certification

Becoming a UX Strategist, Nielsen Norman Group

Being a UX Leader: Essential Skills for Any UX Practitioner, Nielsen Norman Group

Design Systems and Pattern Libraries, Nielsen Norman Group

Emerging Patterns in Interface Design, Nielsen Norman Group

Lean UX and Agile, Nielsen Norman Group

Profile

Result-driven senior user experience designer with over 10 years of experience in the industry. Successfully collaborated with 50+ diverse clients, from renowned corporations to ambitious startups, delivering exceptional user experiences. Recognised for innovation design solutions, including IP design with Samsung, and recipient of awards for inspiring working in UX innovation at BCG

Employment History

BCG X, Germany - Senior Experience Designer

FEBRUARY 2020 - PRESENT

- 3.5+ years of experience at BCG X, the renowned digital branch of Boston Consulting Group
- Strong expertise in user-centred design principles, backed by extensive research and data analysis
- Experience leading designover 35+ client cases in Finance, Sustainability, Travel, Retail industry.
- Collaborated closely with cross-functional teams to ensure seamless execution and exceptional results.
- Strong leadership skills, adept at fostering collaboration and mentoring junior designers

Tata Motors Research, UK - Brand strategist and UX designer

SEPTEMBER 2017 - SEPTEMBER 2019

- Collaborate with the team to conceptualise and execute visual communication strategies across various brand communication channels, including print and digital platforms
- Contribute to advanced automotive projects by providing innovative visual solutions that effectively convey ideas and services to target audiences
- Present trend analysis and consumer insights to the design team, enabling informed decision-making and ensuring alignment with market demands

Samsung, India - UX designer in Innovation (Mobile)

APRIL 2014 - MAY 2016

- Overseeing requirement definition, detailed design, stakeholder interaction, GUI quality assurance, and timely release for native apps GUI across Samsung smartphone line-up (Global market) and downloadable apps for Samsung smartphones and tablets (Indian market)
- Design system integration: Collaborating with engineers to integrate design systems and component libraries into development workflows, ensuring consistent and efficient implementation of design across multiple platforms and devices

Opposite HQ , India - UX designer and Brand Strategist

MAY 2013 - MAR 2014

- Proven track record of delivering exceptional digital experiences for start-up clients across a range of branding and web projects
- Conceptualized and executed compelling ideas, resulting in impactful brand identities and wire frames for complex websites

Education

JUNE 2009 - JUNE 2013

Bachelors in UX Design, Symbiosis Institute of Design, India