Amit Dey
PRODUCT DESIGNER

amit.dey0103@gmail.com
+61 455 024 408
amitdey.me
Brisbane, Australia

SUMMARY

Digital designer with 9+ years of experience enjoys articulating ideas, developing prototypes, expanding the horizon of creativity. Lately, have been designing mobile applications, products and prototypes in Agile environment to bring digital experience to life.

EXPERIENCE

Truckit.net / Product Designer

Feb 2022 to Present | Casual Full time

- Created wireframes for Truckit Provider app on Balsamiq
- Building and maintaining atomic theory based Design System. (See here)
- Managing design process maintaining Apple Human Interface Guidelines
- Developing task based prototype for usability testing on Figma.

Oct 2020 to 30 April 2021 | Part-time

- Identified UX problems and address with user centric design solutions
- Improved user experience with mobile-first responsive design approach
- Redesigned UX and coded for features like Messaging center, Private Network, Provider Dashboard, Onboarding walkthrough screens and more.
- User research (freight workers) for mobile app with marketing leaders

FreightExchange / Product Designer

Oct 2021 to Dec 2021 | 10 Weeks Contract

- User research and heuristic analysis in collaboration with chiefs, product managers and engineers to define user stories
- Created user flows and wireframes using storyboards and sitemaps that simplify users journey.
- Created components based design systems (color styles, typography, grids and spacing, form elements, etc.) for final hand-off to developers.
- Developed high fidelity mockups and prototypes to illustrate product functions
- Converted UI designs into front-end code to hand over engineers.

Tafe Queensland / Multimedia Developer

Jul 2021 to Dec 2021 | Full-time, contract

- Building learning units in Connect framework
- Creating Hypes, assessments, Quizes and updating existing frameworks
- CMO check and QA edits.
- Front-end development using HTML, CSS, Bootstrap 5 and JS.

Freelance Product Designer

Jun 2020 to Oct 2020 | Casual

- Designed simulated marketplace mobile app for Tapsy Services.
- Created 2 micro websites for Tapsy Services to get more traffic
- Helped Tapsy Services in building Ecommerce to sell car accessories.
- Designed and coded ecommerce store for Starfire Diamond Jewellery.
- Designed Logo, EDMs, Executive summary, Business Plan, Social media graphics and other marketing collateral for Smilo.ai
- Designed investor pitch deck in Microsoft PowerPoint for Smilo.ai

Littles Lawyers / User Interface Designer

Aug 2019 to Jun 2020 | Part-time

- Project planning collaborating with product managers, developers, CTO, solicitors & other stake holders under Agile environment.
- UI Design for legal management practice application's (Claimvision) for both desktop and mobile.
- UI design of the client portal app .
- Created the official website littles.co.
- Designed marketing collaterals such as business card, EDMs, sales copy and landing pages.

Webrobust / UI Designer and Front-end UI Developer

May 2014 to May 2019 | Full-time, freelancing

- Created website for the company (webrobust.com.au).
- Liaison with Client's top level management.
- Collaborated with developer teams, researchers & the marketing team to managed a wide variety of cross-media projects involving branding & UI design for startups & mid level enterprises majorly pocket52.com, Eccentric Engine, kreate.co.in, ranktechsolutions.com, sacinsight.com, tapsykeys.com.au, desireclinic.in, Car configurator (under Eccentric Engine), Plancess Education, Wendy's Milkbar, and ENRG Fitness.

Webbings / Web Designer

Apr 2013 to Apr 2014 | Full-time

- Designed various website mock-ups related to travel and tourism domain.
- Worked with HTML, CSS, Skeleton Framework for approved mock-ups.
- Built couple of websites in Wix and Weebly.
- Maintained Content Management System websites (WordPress).
- Designed print materials such as Brochure, flyer, Pullup-banners and others.

EDUCATION

James Cook University, Australia / MIT (BI)

Jul 2019 - May 2021, Brisbane

Full time course. Learned Advanced Human Computer Interaction and data analysis

Punjab Technical University, India / MBA

Jun 2009 - Jun 2011, Kolkata

Full time course. Learned intensive marketing theories and technical implementations

SKILLS

UI Design
User Experience
Design System (Atomic theory based)
Brand Identity
Story Boarding
Usability Testing
Wireframing
Prototyping
Typography
HTML/CSS
React JS (Beginner)
Bootstrap
Tailwind CSS
Responsive Design
WordPress

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe XD
Balsamiq
Figma
Zeplin
Visual Studio Code
Webflow
Miro
Confluence/Jira
Hotjar
Google Analytics