



Arghya Ghosh Dastidar

EXPERIENCE DESIGNER

Seasoned UX Designer with a decade of industry expertise in conducting rigorous usability testing, insightful user research, and impactful mentoring, complemented by a rich proficiency in animation garnered over two years.

Portfolio : <https://www.experiencewitharghya.com/>

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Education

April 2009 - 2013

Symbiosis Institute of design -Bachelor's in Design

Dec 2006 - 2007

Webel Toonz Academy - Diploma in animation

Design Skills

Communication
User research
Empathy
Visual communication
Coding
Collaboration
Visual design

Technical Skills

Prototyping
Usability testing
Interaction design

Software Skills

Figma
Sketch
Adobe XD
Principle
Marvel

Industry Experience

Bayer pharma - Senior Ux designer Present

- **Collaborative Research and Insights Gathering:** Unlocking the power of collective intelligence through collaborative research and insights gathering.
- **Iterative Design and Prototyping:** Foster a culture of experimentation and continuous improvement by conducting A/B testing and gathering user feedback to refine designs.
- **Data-Driven Evaluation and Optimization:** Establish key performance indicators (KPIs) aligned with campaign objectives and user engagement metrics.

Bayer Cropscience - Senior designer Jan 2021- Jan 2022

- Leveraging extensive user research and AB testing with farmers nationwide, our UX work at Bayer Crop Science drove agile innovation even during lockdown, fostering user-centric solutions.
- As a UX advocate at Bayer Crop Science, I spearheaded dynamic communication across product and engineering teams, fostering a culture of design thinking while adapting methodologies to ensure seamless user testing amidst challenging circumstances.

Unbxnd - Senior Ux designer Jan 2019- Dec 2020

- Orchestrated comprehensive UX strategies at Unbxnd, guiding product design from inception to execution, adeptly addressing onboard-centric challenges, and ensuring seamless user experiences.

Honeywell -Senior Product Designer Sep 2015 - Oct 2018

- Enhanced user experience at Honeywell by collaborating cross-functionally to design and develop web and mobile versions, providing design specs, wireframes, and pixel-perfect visual designs while prioritizing usability and consistency

Arvind - 3D lead and visual designer Feb 2014 - Oct 2015

- Revolutionized UX at CREYATE by implementing 3D batch rendering, enhancing garment personalization and delivery experiences for users worldwide.

Wow labz - Visual Designer Nov 2013 - Jan 2014

- Crafting immersive UI experiences across diverse retail products, leveraging Android, iOS, and Web platforms at WoW Labz, while continuously learning and refining design skills under seasoned mentors.

Data Quest -Texturing Artist Dec 2007 - March 2009

- Contributed as a modeling and texturing artist for the Twisted Whiskers project at DQ, enhancing the visual appeal and depth of the animation.