

Shreya Roy

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EXPERIENCE

UI/UX Design Intern at CC Technologies

07/2024 – present

- Contributed to numerous projects, creating **wireframes** and **prototypes** with **modern UI** designs while ensuring client satisfaction and brand vision.
- Led the UI design process for several web application projects, ensuring **user-centric** designs and **seamless user interfaces**.
- Managed **client communications**, provided regular updates, and **incorporated feedback** to ensure the project's success.

UX/UI Design Intern at SkyMount Beverages

02/2024 – 05/2024

- Conducted **user research** and **product prototyping** to inform the design strategy for an eighteen-page website.
- Led the UI design process for the complete development of an eighteen-page website, ensuring a cohesive and **user-centric digital experience**.
- Coordinated with developers and marketing teams to ensure **seamless execution** and **post-launch support**

PROJECTS

Tea Consumption, UX Case study & UI

- Conducted an **in-depth study** on tea varieties and their target audiences to design a user-friendly interface for a tea shop website.
- Developed a **comprehensive UI** that enhances user experience by presenting detailed information on various teas and their prices, tailored to meet the needs and preferences of diverse tea consumers.

Mobile app Redesign, UI design

- Redesigned the room-sharing app to enhance user experience, incorporating the core features and adding various **user-centric filters**.
- The updated UI demonstrates a commitment to **seamless navigation**, ensuring a smoother and more intuitive interaction for all users.

Credit Cards design, Graphic design

- Crafted with cutting-edge aesthetics, the credit card designs feature sleek, **modern graphics** that elevate visual appeal.
- Designed with engaging features, these trendy credit cards enhance user satisfaction through a harmonious blend of functionality and style.

Product Design, Rebranding

- Revitalize **Tropicana's can package** with vibrant designs to stand out on shelves.
- Engage consumers through **interactive elements and storytelling** for deeper brand connections which match current trends.

A commercial food website and app, UX/UI design

- Made an **intuitive landing page** for the commercial food website, featuring a **user-friendly interface** and a visually appealing design.
- It has user-friendly features, a planned visual **aesthetic design**, and a proper **user pathway**, and this website makes ordering from a diverse range of restaurants easy.

SKILLS

Technical skills

UX/UI, Case study, Product Design, Illustrations, Problem Solving,

Developer Tools

Figma, Canva, Illustrator

CERTIFICATES

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate

ACHIEVEMENTS

Designathon, Top 5 finalist

2023

- I was in Top 5 in Designathon organized by Ecell DTU powered by Adobe.

HackFest'23, Top 10 finalist

2023

- I was in top 10 in HackFest 23 organized by IIT Dhanbad.

COMMUNITY EXPERIENCE

GDSC WOW, Creative Designer

- Created dynamic graphics and striking social media posters for GDSC WOW 23.

Google Developer Group, Devfest Siliguri, 2022 & 2023

- Designed all illustrations including website, id_cards, posters, hoardings and banners

EDUCATION

Bachelor of technology in Computer Science and Engineering, Siliguri Institute of Technology

2020 – 2024

8.58

Higher Secondary Education, Jalpaiguri Government Girls' High School

2008 – 2018

83%, WBBSE