

# SOUVIK ROY

## PROFESSIONAL SUMMARY

**Creative UX/UI Designer and Front-End Developer with 11+ years of experience in both the public and private sectors.**

- Strong understanding of UX/UI principles and best practices.
- Proven ability to design and develop user-friendly and visually appealing interfaces for websites, web applications, and mobile applications.
- Expertise in HTML, CSS, HTML5, CSS3, JavaScript, jQuery, and other front-end development technologies.
- Experience with GIT version control, manual/automated code testing, and deployment.
- Fluent in creating SFMC Interaction Studio JavaScript Sitemaps and Custom Activity apps in SFMC Journey Builder.
- Experienced in AEM Frontend design (as an Author), WordPress custom theme design, and WooCommerce theming and shopping cart design.
- Proficient in Adobe XD and Figma for rapid prototyping.
- Extensive experience in defining style guides and setting UI standards for enterprise applications.
- Exposure to wireframes and paper prototypes for GUIs (applications) and websites, logos, infographics, and banners.
- Hands-on experience in SEO, Google Analytics, Adobe Analytics Reporting, and digital marketing.

## EDUCATION

**Bachelor of Engineering, Electronics Engineering, 06/2011**

**K D K College of Engineering** - Nagpur

**Percentage: 56.6%**

**10+2, Science Education, 05/2004**

**Balurghat High School** - Balurghat, West Bengal

**Percentage: 64.4%**

## WORK HISTORY

**Senior Software Engineer, 09/2022 to Current**

**Tech Mahindra - Kolkata, India**

- As Senior Software Engineer in Tech Mahindra, I was mainly involved into **requirement gathering** & design the **working prototype** of application modules using Adobe XD and the implementing the UI into Salesforce using Lightning Design System.
- Also responsible for implementing the **UI into Salesforce platform** using **AURA, LWC**.
- Responsible for making the Design System with all the separate components in Adobe XD.
- Resolved problems in the UX, improved user interaction and provided exceptional service.
- Proved successful working within tight deadlines and fast-paced

## CONTACT

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[souvik.roy8703@gmail.com](mailto:souvik.roy8703@gmail.com)

## LINKS

- <https://www.behance.net/souvik0807>
- <https://www.linkedin.com/in/souvik-roy-ui-ux-designer/>
- <https://techpulsz.com/> (Blog)

## SKILLS

- Fluent in **User Research** and **UX design and implementation** of the design in the front-end using various RWD frameworks.
- Fluent in making and implementing UI into Salesforce custom applications using **Lightning Design System**.
- Fluent in making interactive UI using HTML5, CSS3, jQuery. Also have a good experience working with WordPress, **Bootstrap, Zurb Foundation, Mobile App layout, Wireframing & interactive prototyping** using **Adobe XD, Figma**.
- Fluent in creating **SFMC Interaction Studio JavaScript Sitemap** for tracking & segmentation. Also have experience in Custom app design using **Reactjs/HTML5& CSS3** and implement the design through **GIT** cli.
- Fluent in user interface design processes and techniques, Cross-platform and cross-browser compliance.
- Fluent in all **Adobe design software**.
- Good knowledge on SEO and analytics.
- **User Interface (UI) design & Web application Design**.
- Agile development methodologies using Jira.

environment.

- Performed manual testing on UX design elements and complete UX designs, authoring feedback reports for use in future updates.

- Critical Thinking
  - Problem-Solving
  - Excellent Communication
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### **Lead Salesforce Web Developer, 02/2022 to 08/2022**

#### **Maverick Digital - Noida, UP**

- Mainly involved in creating **SFMC Interaction Studio JavaScript Sitemap** with user attributes mapping for user tracking and segmentation. Also create **Custom Activity** app in **SFMC Journey Builder** using **Reactjs/HTML5, GIT** for different server-side campaigns.
- Conducted research, gathered information from multiple sources and presented results.
- Resolved problems, improved operations and provided exceptional service.
- Learned new skills and applied to daily tasks to improve efficiency and productivity.
- Delivered services to customer locations within specific timeframes.
- Proved successful working within tight deadlines and fast-paced environment.

### **Senior Software Engineer (Web), 07/2019 to 12/2022**

#### **Esri India technologies ltd - Noida, India**

- Job involves create, maintain and migrate whole **Esri India** brand website from **Sitecore** CMS to **Adobe AEM** as author.
- Also giving support to create and analyze marketing web related materials for events, webinars and seminars for different marketing industry owners.
- Mainly handle AEM CMS for whole India website and also create marketing templates for email and landing pages **Salesforce Pardot** marketing communication for customer connect.
- Also maintain **SharePoint 2016** portal (**MyEsri**) for internal repository for marketing team and responsible for making **Adobe Analytics** performance report for different events, seminars along with month/quarter page performance reports.
- Offered friendly and efficient service to customers, handled challenging situations with ease.
- Created plans and communicated deadlines to complete projects on time.
- Developed team communications and information for internal communication.

### **Sales Academy Portal Designer & Developer (UI/UX), 10/2018 to 06/2019**

#### **Orange Business Services - Gurugram (Gurgaon), India**

- This job involves revamp and change UI & functionality of whole "Sales Academy Portal" of Orange Business Services. This portal is made on SharePoint 2013 and frontend is made on Bootstrap responsive framework. And also use XML to fetch data to frontend.
- Used Photoshop and Illustrator for UI design.
- Create email & landing pages for internal sales communication (IB) using Mailchimp.
- Used critical thinking to break down problems, evaluate solutions and make decisions with Stakeholders.
- Carried out day-to-day duties accurately and efficiently.
- Improved operations through consistent hard work and

dedication.

### **UI/Senior UX Designer, 09/2018 to 10/2018**

#### **Chaninvine Limited - Gurugram (Gurgaon), India**

- Monitored emerging UX design trends and practices for useful techniques and cutting-edge developments suitable for integration into future projects.
- Maximized system performance, enhancing end-user experience by applying iterative back-end development updates.
- Managed cohesive design quality across more than 50 projects, adhering to prescribed themes and functional choices
- Participated in design review meetings to brainstorm new UX developments through collaborative thinking.
- Analyze user feedback to influence future UX updates, ameliorating user concerns and pain points during subsequent patch cycles.
- Performed manual testing on UX design elements and complete UX designs, authoring feedback reports for use in future updates.

### **Sr. Web Designer, 06/2016 to 08/2018**

#### **Sovereign Health India Pvt. Ltd - Gurugram (Gurgaon), India**

- Responsible for **planning & designing** (UX/UI) their websites, and converting mockups into usable web presence with HTML5, CSS3, JavaScript & WordPress.
- Provided front-end website development using WordPress.
- Provided security maintenance and patching on website interface to maintain viability after launch.
- Developed technical solutions required to accommodate specific user-facing assets

### **UI/UX Designer, 03/2015 to 06/2016**

#### **PS Intelegencia Analytics Pvt. Ltd - Noida, India**

- Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.
- Improved and expanded project platforms using JavaScript to develop rich User Interfaces.
- Operated in global development environment, working across multiple time zones and cultures.
- Designed UIs within frontend web frameworks, exploiting associated templates and tools to shorten development times.
- Conducted research, gathered information from multiple sources and presented results.
- Identified issues, analyzed information and provided solutions to problems.

### **Web Designer & Visualizer, 02/2013 to 02/2015**

#### **IPE Global Ltd. - Kolkata, India**

- This job involves whole **UX UI** revamp for Esti India website. Also involved in making design ideas for infographics, internal graphical view of whole lifecycle, logos, custom slides using Adobe tools like Photoshop, Illustrator,
- Responsible for making of frontend coding using HTML5, CSS3, jQuery, JavaScript, WordPress with different frontend grid based

- responsive frameworks.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Troubleshoot technical issues and optimized websites for search engine optimization, performance and accessibility.
- Translated customer requirements into technical site concepts for bidding and initial planning purposes.

### **Web Designer, 04/2012 to 07/2012**

#### **AGTS India Technologies Pvt. Ltd. - Kolkata, India**

- This job involves converting of pre-defined designed into HTML, CSS , JAVASCRIPT, HTML and also responsible for UX/UI for websites & applications.
- Also include designing of banner, adds for their clients.
- Translated customer requirements into technical site concepts for bidding and initial planning purposes.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Troubleshoot technical issues and optimized websites for search engine optimization, performance and accessibility.

### **Junior Web Designer, 05/2011 to 03/2012**

#### **GLOBALTEKSOL - Kolkata, India**

- This job involves making custom graphics and web based designs like infographics, internal graphical view of whole lifecycle, logos, custom slides using Adobe tools like Photoshop, Illustrator, Dreamweaver and also making of dashboards and front end based coding using HTML5, CSS3 , jQuery, JavaScript, WordPress with different front end grid based responsive frameworks.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website
- Troubleshoot technical issues and optimized websites for search engine optimization, performance and accessibility
- Translated customer requirements into technical site concepts for bidding and initial planning purposes.

## **CERTIFICATIONS**

- **Foundations of User Experience (UX) Design** by Google & Coursera [[Link](#)]
- **Introduction to User Experience Design** by Georgia Institute of Technology & Coursera. [[Link](#)]
- **How to create a Jira SCRUM project** by Coursera. [[Link](#)]
- **Automate tasks and processes with Jira** by Coursera. [[Link](#)]

## **ACCOMPLISHMENTS**

- Participated in Robotic Workshop Conducted by TRI in 2006
  - Participated in "REVOLUTIONART" magazine and successfully my art gets selected in September 2010 issue no.26
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