Dikshita Basu
Product Designer

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Work Experience

Dezigner Hooman / Product Designer
Freelance | Feb 2024 - Present

Currently, I'm freelancing and have collaborated with over **3 clients globally**. Here are some highlights of my recent projects:

- Designed and developed the entire website for **SafeSync Security**, a startup based in **London**
- Revamped the website and branding for **Ivylevel**, a startup based in the **USA**
- Currently engaged with **Kaphal Studio**, assisting them in reimagining their brand

Atomicwork / Product Designer
Full-Time | July 2023 - Jan 2024

- Owned **end-to-end design** for Topics, which focuses on training **Atom (AI assistant)**
- Designed comprehensive end-to-end features, including but not limited to **SLA, Analytics/Insights, App Store integrations, Audit Log, and User Segments**
- Engaged in collaborative efforts with the marketing team to develop and optimize the corporate website for the **B2B SaaS AI startup**

Undostres / Product Designer
Full-Time | April 2022 - June 2023

- Built the entire **design system** from scratch for the B2C app.
- Worked closely with engineering, product, research, and customers to find innovative and practical solutions
- Worked on the App Revamp, which increased **VIP** subscribers by **35%** in just 4 months
- Designed a simplified bus booking feature with a tight deadline of 2 weeks that increased the **quarterly revenue by 42%**

Parallel / Product Designer
Full-Time Internship | Dec 2021 - Feb 2022

- Designed a ticketing system (web) for **Cowin UIP**
- Worked on the visual designs of **credit card** platform - Hyperface
- Worked on the design system of a Bengaluru Airport novelty premium app

Education

Sathyabama Institute Of Science & Technology
B.E. Computer Science & Engineering
Class of 2018 / 9.6 CGPA

Skills

Tools
- Figma
- Adobe XD
- Adobe Illustrator
- Wix
- Basic HTML+ CSS
- Procreate
- JIRA

Soft
- Design thinking
- Product Strategy
- UX Research
- Design System
- Rapid Prototyping
- Data Analytics
- Basic Animations
- Usability testing
- Branding
- Strong collaboration

Certifications
- Innovation in Design - NPTEL
- Shift Nudge
- Web Developement - Coursera

Achievement
- Featured for my UX work in all top news - **NDTV, Business Today, Times of India,** etc
- Winner of Of-Talent Logo Design Contest
- Star Employee of the Month award
- Among the Top 1% of students in SIST
- Invited as a guest speaker at BMS Engineering College, Bangalore