

# AHONA BANERJEE

## User Experience Designer

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## SUMMARY

Drawing upon over four years of hands-on experience, I have fostered a genuine passion for crafting intuitive and engaging digital experiences. My expertise lies in effectively interpreting complex user requirements and transforming them into innovative design solutions. Proficient in driving user research, ideation, creating wireframes and rapid prototyping, I consistently strive to deliver impactful results.

## PROJECTS

### Panasonic's Factory Dashboard Empowering Shop Floor Operators

- Translated complex factory data into an accessible and informative dashboard interface, enhancing the production process.
- Implemented user-centric design principles, ensuring intuitive navigation and a streamlined user experience that significantly reduced the learning curve for new operators joining the production line.
- Collaborated closely with the engineering team to integrate real-time data updates and alerts, enabling immediate responses to critical issues and minimizing downtime on the shop floor.

### Revolutionizing Manufacturing: An Industry 4.0 Smart Factory Solution

- Designed and implemented an Industry 4.0 dashboard system for visualizing key performance indicators (KPIs) at multiple production sites.
- Facilitated comprehensive data-driven decision-making for factory managers and stakeholders that increased output by 20% within one month.
- Leveraged advanced data visualization techniques to represent complex machine data intuitively.
- Enabled operators to swiftly identify performance trends and maintenance requirements.

### Next-Gen IoT-Enabled Campus Companion

- Conceptualized and developed an intuitive mobile application for employees, leveraging AI and IoT technologies.
- The application facilitated seamless navigation and optimized travel experiences within the campus increasing operational efficiency by 20%.
- Collaborated with cross-functional teams to integrate innovative features such as real-time transportation updates and smart route suggestions. Additionally, promoted eco-friendly commuting practices and enhanced employees' mobility experience.
- Incorporated user-friendly interface designs to ensure an optimal user experience, fostering higher engagement.
- Conducted extensive usability testing, resulting in increased user satisfaction and improved overall experience.

## EXPERIENCE

### Senior UX/UI Designer

#### Truminds Software Systems

11/2020 - 07/2022

- Led global UX projects, managed 5 client accounts across 12 projects, ensuring timely delivery.
- Transformed complex manufacturing concepts into intuitive digital experiences, catering to diverse user needs and objectives.
- Collaborated cross-functionally to enhance user experience and engagement.
- Leveraged Figma, Photoshop, and Illustrator to create intuitive designs.
- Utilized innovative design techniques to express complex concepts through intuitive and user-friendly interfaces.
- Mentored 1 intern and 2 junior designers, fostering a collaborative environment.

### Independent UX Designer

#### Freelancer

03/2019 - 10/2020

- Collaborated with a diverse range of clients on multiple projects, including e-commerce, education, and healthcare sectors.
- Crafted visually compelling designs with 12+ clients to establish brand identity and credibility, facilitating increased market visibility and brand recognition.
- Played a key role in driving design excellence, constantly refining and improving designs based on user feedback and market trends.

## EDUCATION

### M.S. in Human Computer Interaction

#### Iowa State University

08/2022 - Present

## SKILLS

### Design Tools:

Figma

Adobe XD

Balsamiq

Miro

Photoshop

Illustrator

### UX Strategy and Design:

User Research

Wireframing

Prototyping

User testing

Information architecture

User journey mapping

Usability testing

### Project Management Tools:

Jira

Trello

Asana

Slack

### Programming (Basics)

HTML

CSS

Javascript

Python

## VOLUNTEERING

### UX/UI Designer

#### Fusion Dolls

08/2020 - 11/2020

- Assisted a Black-owned businesses in creating an online presence during the pandemic.
- Advocated for social justice and human rights through digital initiatives and outreach efforts.
- Developed wireframes, visual layouts, and an interactive prototype using Adobe XD.
- Website: <https://fusiondolls.com/>

## CERTIFICATION

### Design Thinking

#### Interaction Design Foundation (IxDF)

### User Research – Methods and Best Practices

#### Interaction Design Foundation (IxDF)