



BISWABANDHU BEHERA

SR. UIUX DESIGNER / PRODUCT DESIGNER

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KEY ACHIEVEMENTS

High Impact Product Design

Successfully led multiple projects from concept to completion, driving significant increases in user engagement and satisfaction

EDUCATION

Bachelor of Arts

Utkal University

Jan 2017, Bhubaneswar, Odisha

Training & Courses

- ✓ Master in Digital Product Design
- ✓ Udemy Courses

SKILLS

Design Tools

Figma, Adobe XD, Sketch, InDesign, Photoshop, Illustrator

Knowledge

Product Design, Prototyping, Interaction Design, User Personas, Usability Testing, etc.

DEVELOPMENT SKILLS

Html5, CSS3, jQuery

JavaScript, Basic ReactJs

Basic AngularJs, Wordpress

SUMMARY

I am a Senior UI/UX Designer with over 9+ years of experience in creating user-centered digital products. My expertise extends to user research, wireframing, prototyping, and building design systems for web and mobile applications. I excel at collaborating with cross-functional teams and am passionate about leveraging data-driven design to enhance user experiences and drive engagement

EXPERIENCE

UIUX Lead

Annapurna Finance Pvt. Ltd.

Aug 2023 – Continue, Bhubaneswar, Odisha

Annapurna Finance is a financial services company focused on providing comprehensive microfinance solutions.

- Lead the design and execution of user-centric digital experiences, ensuring intuitive and visually appealing interfaces.
- Conduct user research, wireframing, prototyping, and usability testing to enhance product engagement.

UIUX Lead

iServeU Technology Pvt. Ltd.

Feb 2021 – Aug 2023, Bhubaneswar, Odisha

iServeU Technology is a fintech company specializing in digital financial services

- Lead UX strategy and design for seamless fintech experiences, enhancing usability and customer engagement.
- Create intuitive financial dashboards, payment flows, and mobile experiences for improved user retention.

Sr. UIUX Designer

Magicmind Technology Ltd.

Jun 2020 – Feb 2021, Bhubaneswar, Odisha

Magicmind Technology specializes in software development and digital solutions

- Design and optimize user experiences through research, wireframing, prototyping, and high-fidelity UI design.
- Conduct usability testing and iterate designs based on user feedback and data insights.

UIUX Designer

Wayindia Software Solution Pvt. Ltd.

Jan 2014 – Jan 2020, Bhubaneswar, Odisha

Wayindia Software Solution provides software development and IT services

- Crafting intuitive, user-centric designs that enhance engagement and drive conversions through seamless digital experiences.
- Expert in responsive interfaces, wireframing, and prototyping to elevate your product's usability and visual appeal.

UX RESEARCH

User Interviews, Card Sorting, Concept Testing, Usability Research, Eye-Tracking Studies, Behavioral Research, Analytics Review, Validation & Post-Launch, Biometric Research

KNOWLEDGE

Wireframing , Product Design , Interaction Design, User Personas, Prototyping , Usability Testing, User Journey Mapping, UI Design, UX Optimization, Design Collaboration, Responsive & Adaptive Design

PERSONAL SKILLS

- Team Lead and Responsible
- Quick Learner and able to work under pressure.
- Strategic Thinking
- Creativity & Innovation
- Communication & Advocacy
- Technical Edge
- Optimistic and Motivated.
- Goal Oriented and Effective Team Players.

More Information

www.uidesignerslab.com

PROJECTS

Fintech Product Design

Various fintech-related projects focusing on user experience, specializing in end-to-end product design from user research to high-fidelity prototypes

- User research and wireframing for Bharat Bill Payment System (BBPS)
- Designed features for **HRM** (Human Resource Management), **CRM** (Customer Relationship Management), Banking, Insurance.
- Engaged in product management for various fintech-related projects like – MATM(Micro ATM), AePS(Aadhaar Enabled Payment System), DMT (Domestic Money Transfer), Prepaid card & Gift Card Apps.

Website Design Experience

Website design experience focusing on digital services for banks and government institutions

- Designed and implemented responsive digital experiences for **India Post Digital, Axis Bank, Annapurna Finance, iServeU, Wealth World Swiss Bank & Prepaid Card Website.**
- **GenBridgeLabs** – Developed a cutting-edge, user-friendly tech and innovation website.
- **India First Newspaper** – Designed a dynamic news portal with real-time updates and an intuitive interface.
- **Altius Hospital** – Built a responsive healthcare website focused on patient engagement and appointment booking.
- **Empires Hotel** – Developed a visually appealing hospitality website with online reservations and a rich gallery.

Mobile App Experience

Mobile application design experience for various essential services in Government, finance and public sectors

- **Axis Bank – Current & Savings Account Opening:** Created an intuitive and secure UI for hassle-free online banking account setup.
- **NRRI – riceXpert (National Rice Research Institute):** Designed an agriculture-focused app to provide farmers with expert rice cultivation guidance.
- **IRCTC Ticket Booking:** Designed a smooth and responsive UI for easy railway ticket booking and PNR status tracking.
- **Odisha Police – Odisha Police Directory:** Created an efficient and easy-to-navigate directory app for law enforcement communication.
- **Annapurna Finance – AnnapurnaPay:** Designed an intuitive fintech app for seamless digital payments and financial services.
- **NSDL Neobanking:** Developed a modern neobanking app with a seamless account opening and digital banking experience.