

Shreyankana Deept

User Experience Designer

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Work Experience

TCS Interactive, Tata Consultancy Services

User Experience Strategist

Aug 2019 - Present | Mumbai, India

- Led UX team for 6 national and international client projects where my role was to craft user experience strategies for digital platforms by exploring different approaches to solve end-user problems.
- Led UX team to build a mobile app for a global Public Sector entity which reached 75K+ downloads in a span of 1 yr with a rating of 4.7 out of 5.
- Led UX team to build a website for a global Public Sector entity which has 1.75Cr page hits in 1 yr time with an average time spent of 2 minutes.
- Single-handedly led the design facet of the pitch proposal with effort estimations for 4 international and 3 national bid projects and contributed in converting projects worth more than 500Cr.

IFB Industries Ltd.

Design Strategy Consultant | Graduation Project

Jun 2018 - Feb 2019 | Bangalore, India

- Surveyed 700+ participants, and conducted 20 in-depth research sessions to understand the existing users and their buying behaviour.
- Used 6 research methods to demystify and validate user buying journey and brand perception.
- Designed a framework to enhance the value perception of IFB.

Industrial Design Centre (IDC), IIT Bombay

Design Strategy Intern

Jun 2017 - Jul 2017 | Mumbai, India

- Target Market Research and Market Strategy creation for Solar Oven as a Household Product.
- Solar oven won the Gandhian Young Technological Innovation (GYTI) Award, in 2018.
- Contribution to content creation for topics scheduled to be a part of Open Design School (an online sequence of sessions to spread design awareness amongst aspiring students).

Future Group

Experience Designer

Jul 2015 - Jul 2016 | Mumbai, India

- Revamped in-store sections (in-store communication plan, planogram, consumer flow), strategies for new launches, standardising the look and feel of the stores, and creating templates ensuring coherence, uniformity and mitigation of manual error. These were implemented across 250+ Big Bazaar stores in India.
- Created Visual Merchandising Handbook, nationally rolled out in 100+ FBB stores across India used as a ready reckoner for in-store product display.

+3 Internships which helped me develop professional aptitude, strengthen my personal character and gave me a taste of crafting things direct for the market from a very early age.

Education

Lucerne University of Applied Sciences and Arts

Design Management, Exchange Semester

Sept 2017 - Feb 2018 | Lucerne, Switzerland

National Institute of Design

Strategic Design Management, M.Des

Jul 2016 - Jul 2019 | Gandhinagar, India

National Institute of Fashion Technology

Fashion Communication, B.Des

Aug 2011 - May 2015 | Kangra, India

Skills

Research: Research planning and design, Moderating research sessions, Remote and in-person research, Data analysis, Cognitive walkthrough

Design: User Journey Maps, Persona creation, Card sorting, Wireframes and mockups, rapid prototyping

Collaboration: Organising workshops, Facilitating design critique, Self Starter, Detail oriented, Flexible, Communicative

Recognitions

Innovista Top Seeds Awards

by Tata Consultancy Service

2024

Star of the Month Award

by Tata Consultancy Service

2023

Best Team Award (2)

by Tata Consultancy Service

2023

On the Spot Award (3)

by Tata Consultancy Service

2022-2021

Special Initiative Award

by Tata Consultancy Service

2019

Placements and Alumni Coordinator

at National Institute of Design

2017

Bright Spark Award

by Future Group

2015