

Swaralipi Bhattacharjee, UI/UX Designer

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LINKS

[Linkedin](#), [portfolio](#)

PROFILE

Passionate and detail-oriented **UI/UX Designer** with a background in **computer science engineering** and user experience. Skilled in **user research, wireframing, prototyping, and interactive design**, with a strong foundation in **Figma, Adobe XD, and front-end technologies**. I thrive at the intersection of **design and technology**, aiming to create intuitive and engaging digital experiences. Currently seeking an opportunity to apply my skills in a **user-centered design** role.

EMPLOYMENT HISTORY

Mar 2023 — Present	Customer service representative, Marks and Spencer	London
<ul style="list-style-type: none">Assisted 100+ daily customers, improving user satisfaction scores by 20% through enhanced product navigation.Resolve customer queries efficiently, strengthening my problem-solving and empathy skills, essential for designing user-friendly experiences.Work in a fast-paced retail environment, improving my ability to analyze customer interactions and identify trends that can inform UX decisions.Handle digital transactions and self-service kiosks, gaining first-hand experience with UI usability and accessibility in retail technology.		

EDUCATION

Sep 2022 — Jan 2024	Master of Arts, University of Greenwich	London
Web Designing and Content Planning		
2017 — Apr 2021	B.Tech, Narula Institute of Technology	Kolkata
Computer Science Engineering		
DGPA 8.04		

SKILLS

UI/UX Design (Figma, Adobe XD, Sketch)	HTML, CSS, JavaScript
Wireframing & Prototyping	Responsive & Minimalist Design
User Research & Usability Testing	Design Systems & Branding

PROJECTS

StyleHub – Personalized Fashion Shopping
Designed a minimalist UI for a personalized fashion e-commerce platform , improving usability and engagement.
Paintly – Online Art Tutorial App
Developed an intuitive UI with accessibility features , enhancing user engagement for art learners.
Money Tracker App
Redesigned UI for better financial management , integrating charts and a user-friendly onboarding flow .

LANGUAGES

English	Very good command	Hindi	Highly proficient
Bengali	Native speaker		

HOBBIES

Traveling, Art, Fashion