

# MEGHA BANERJEE

## Interaction Design Specialist

+91 8420711613

banerjee.megha03@gmail.com

linkedin.com/in/banerjeemegha

**UX Design Professional** - Dedicated to enhancing user experiences and interfaces for clients in technology and creative sectors. Seeking leadership roles in UX Design with a reputable organization to drive impactful results and foster innovation.

### Core Competencies

User Experience Design (UED)  
User-Centered Design  
Agile Project Management  
Responsive Web Design  
Prototyping & Wireframing  
Design Thinking Methodology  
Information Architecture  
User Experience Research  
Design Thinking  
Client/ Stakeholder Engagement  
Cross-functional Collaboration  
Team Building & Leadership

### Technical Skills

Adobe Creative Suite  
Figma  
Sketch  
JIRA  
Microsoft Office 360  
CLO3D

### Education

**2010 - 2014 Bachelor of Design -  
Specialize in Textile Design**  
National Institute of Fashion  
Technology

**User Research – Methods and  
Best Practices**  
Interaction Design Foundation (IxDF)

**Human-Computer Interaction – HCI**  
Interaction Design Foundation (IxDF)

**Google Certificate in Digital  
Marketing Fundamentals**  
Google

### Profile Summary

Over 10 years of expertise in multidisciplinary design and user research across industries including technology, pharmaceuticals, transportation, education, postal services, automotive, and textiles. Skilled in user-centered design, agile project management, and design thinking, with a proven record of creating visually engaging and highly functional user experiences that align with business goals.

### Work Experience

**Accenture, Bangalore** | January 2021 Onwards

**As User Experience Design Specialist** | March 2022 Onwards

- **User Research & Analysis:** Conducted interviews, surveys, and usability testing; developed personas, user journeys, and empathy maps to guide design strategy.
- **Information Architecture & Interaction Design:** Created intuitive navigation flows, wireframes, and user flows to improve usability and efficiency.
- **Prototyping & Visual Design:** Built prototypes and designed visually engaging, accessible interfaces aligned with client branding.
- **Cross-functional Collaboration:** Collaborated with developers, analysts, and stakeholders; led workshops and design sprints.
- **User-Centered Advocacy:** Used data-driven insights to guide and refine design strategies.
- **Agile Project Management & Client Engagement:** Managed agile workflows, presented designs to clients, and incorporated feedback iteratively.
- **Design System Development:** Assisted in maintaining scalable, reusable design libraries and design components.
- **Team Leadership:** Led a team of 4 designers in rotation every fiscal year and co-managed a 13-member team.

**Projects Undertaken:**

- **Google | Aug 2023 – Present:** Led overall strategy and coordination for user research for multiple internal tools & portals. **Delivered 7+ research projects with actionable UX recommendations.**
- **UK Government Postal Services | Aug 2022 – Jul 2023:** Co-managed a 13-member team, overseeing the UX lifecycle for a B2E application, **enhancing insurance and banking product UX, and contributing to a comprehensive design system.**
- **Heuristic Evaluations:** Conducted ad-hoc evaluations for client pitches, **delivered 7 POCs, and completed 25 evaluations** to identify usability issues and recommend improvements.

**As Design Experience Senior Analyst (IC Role)** | January 2021 – February 2022

- **Pfizer | Jan 2021 - Jul 2023:** Lead designer responsible for creating enterprise dashboards offering real-time insights into business metrics.
- **Dashboard Design:** Developed comprehensive dashboards for incident status, customer satisfaction, HR operations, talent engagement, and infrastructure health.
- **User Research & Design Translation:** Conducted user research, translating findings into wireframes, visual, and interface designs.
- **Prototyping & Collaboration:** Built interactive prototypes; collaborated closely with development teams for accurate implementation.

## Personal Details

### Date of Birth:

3<sup>rd</sup> February 1991

### Languages Known:

English, Hindi, Bengali

### Address:

Bangalore – 560 035

- **Heuristic Evaluation:** Performed evaluations to uncover usability issues, providing actionable recommendations.
- **Client UX Sessions:** Led sessions to align designs with client goals, strengthening relationships and ensuring project success.

### BigCity Promotions, Bangalore

February 2019 – January 2021 as **Graphic Designer**

- **UX & Visual Interface Design:** Specialized in creating visually engaging interfaces with a focus on clarity and usability. Developed intuitive layouts, refined information architecture, and crafted user flows to enhance user experience across various digital platforms.
- **Design & Campaign Development:** Designed POSM and digital campaign creatives for industries including alcohol & beverage, personal care, pharma & biotech, automotive, banking, FMCG, telecommunications, healthcare, and mobility services.
- **Cross-functional Collaboration:** Collaborated with diverse teams to conceptualize and execute innovative design solutions that aligned with client goals and strengthened brand visibility.
- **Advanced Design Tools:** Leveraged Adobe Photoshop, Illustrator, and After Effects to produce high-quality, visually compelling graphics that connected with target audiences.
- **Video Editing & AR Interaction Design:** Contributed to video editing and augmented reality projects, developing immersive experiences that push the boundaries of traditional design.
- **Market Research & Trend Analysis:** Conducted research to inform design decisions, aligning deliverables with industry trends and user preferences.



## Previous Experience

### National Institute of Creative Communication, Bangalore

August 2017 – December 2018 as **Associate Senior Lecturer**

### Texport Industries Pvt. Ltd., Bangalore

April 2017 – August 2017 as **Textile Designer**

### Image Infotainment Limited, Bangalore

February 2016 – April 2017 as **Fashion/ Textile Lecturer**

### Sumangalam Exports Pvt. Ltd., Mumbai

June 2015 – January 2016 as **Textile Designer**

### Kusum Enterprises, Kolkata

July 2014 – June 2015 as **Textile Designer**