

Arindita Dey

UX Design, Product Design, Service Design

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Professional Summary

Passionate designer with over 2 years of experience in Product, Service, and UX design, along with 3 years of academic and practical experience on Oslo-based projects with diverse stakeholders with Master's in Design from Oslo School of Architecture and Design (AHO). Skilled in user-centered, research-driven design, co-creation workshops, prototyping, UX strategy, and usability testing. Excel at navigating complex systems and collaborating in cross-functional teams and with stakeholders to align user needs with business goals. My background in Retail management, operations, and Visual merchandising adds a unique perspective to my design process.

Core Design Skills

User-Centered Research & Insight: User Research, Design Research (interviews, surveys, usability testing); UX Research; Co-creation & Stakeholder Workshops; Journey Mapping, Personas, and Service Blueprints; Insight Analysis; Translating Insights Into Actionable Design Decisions.

Design & Prototyping: Design Strategy; Ideation; Design Decision; Information Architecture; Wireframing, Rapid prototyping (low- to high-fidelity); User Interface Design (UI); User Flows; Usability Testing, Accessibility Design (WCAG standards); Design Systems & Component design; Product Design, User Experience Design (UX).

Product & Collaboration: SaaS Product Design (B2B/B2C); Data-driven Dashboard, Workflow Optimisation; Project Planning and Timeline; Cross-functional collaboration (with developers and product managers); Leverage AI Accessibility in Product Design; Evangelising Design Practices; Business-Oriented Design Thinking, Strategic Problem-Solving; Product Management Strategy Development.

Tools & Methods: Figma, Miro, Sketch, Adobe Creative Suite; Notion; Agile and Lean UX methods; Design Handoff to Developers Using Figma Dev; Service Design Tools & Methods.

Work Experience

UX/UI Designer | Sutra Tech Labs Private Limited, India | APR 2019 - MAY 2020

Domain: Design Consultancy, AI-ML powered B2B SaaS Enterprise.

- Led end-to-end product design for an in-house enterprise communication platform, shaping UX strategy and interface design to enhance user engagement in community platforms, while also crafting user-centered solutions for e-commerce experiences.
- Took on the role of Product Manager, facilitating cross-functional collaboration among project managers, design, development, and client relations to streamline enterprise product features while supporting development with clear specifications and quality analysis.
- Evaluating designs and implementation through user-testing.
- Developed brand identity in close collaboration with marketing and the art director to ensure alignment with product positioning and strategic promotional goals.

Freelance Designer | APR 2019 - JUN 2021

Service Design and UX Design

- Heuristic evaluation of an e-commerce platform and re-design the platform
- Product design and User experience for start-up and scale-up organisations across domains like healthcare, fin-tech, and e-commerce. Stakeholder collaboration to identify business goals and design user experiences to align with those goals.

- Provided design and delivery of UI specifications and support development throughout the process.

Assisting a Senior Designer | August 2018 - March 2019

- Helping with Branding, Service Design and User Experiences in their freelance projects.
- Product design and User experience for start-up and scale-up organisations across domains like healthcare, fin-tech, and e-commerce. Stakeholder collaboration to identify business goals and design user experiences to align with those goals.
- Provided design and delivery of UI specifications and support development throughout the process.

Internships

Visual Merchandiser Internship | Shoppers Stop Private Limited, India | JUN 2017

Store Operations Internship | ONLY Retail Private Limited, India | JUN - JUL 2016

Education

Master's in Design (Specialisation in Service Design, System Oriented Design) - 120 credits

Oslo School of Architecture and Design (AHO) 2021-2025

- Defined project scope, identified key opportunities, planned project activities, and identified partners who could support the project with resources.
- Conducted in-depth and exploratory user research using interviews, shadowing, observations, focus groups, and surveys to uncover challenges and identify solution areas.
- Synthesized research insights using GIGA maps, asset maps, journey maps, and stakeholder analysis to uncover pain points, intervention points and design opportunities, while facilitating co-creation workshops to validate findings and design solutions in an iterative process.
- Developed detailed service blueprints and stakeholder-specific implementation scenarios to guide service delivery.
- Led iterative testing cycles, incorporating continuous stakeholder feedback to refine prototypes.

Masters thesis: *A service design project to help the youth from low-income household from Tøyen (Oslo, Norway) access resources and opportunities to achieve their academic and developmental goals* | Supervisor: Natalia Agudelo

Bachelor of Design in Retail Management

FDDI Noida, India | 2014-2018

- Retail-related Research, Business strategy, Design, Marketing and Communications focused on the end product available to consumers.

Bachelor thesis: *Impact of strategies adopted by Dell* | Supervisor: Shweta Saini

Projects

FleetEY: a B2B SaaS Platform for Fleet Management | [View Project](#)

FleetEY is a B2B SaaS platform that optimizes vehicle operations by providing data-driven insights and streamlined fleet management services for business users. The project involved conducting research, mapping user journeys, and designing high-fidelity interfaces for features like Trip, Task, and Asset Management, enhancing decision-making and operational efficiency for business users.

Care Companion: Personalised Support for Single Cancer Patients | [View Project](#)

Designed an integrated digital platform to support single cancer patients with practical resources, symptom tracking, and structured consultation tools, filling care gaps for those without informal caregivers like family or relatives. The goal is to protect patients' independence while creating a reliable, flexible support system.

Youth station: Bridging the Gap & Enhancing Resource Accessibility (Master Thesis) | [View Project](#)

How can we use design to help Tøyen youth in building supportive networks that guide them in accessing opportunities and resources? The project's goal is to create a bridge connecting Tøyen's youth (16 - 19 age) with relevant services, providing access to pivotal resources that empower them to have equal opportunities among the age group to improve their job prospects and living conditions.

Reverse Autograph: Ritual identity - National Women's Football Team of NFF | [View Project](#)

Designed a ritualistic identity for the Norwegian National Women's Football Team in collaboration with the NFF, using the Ritual Design approach. Focused on creating meaningful rituals that connect with the team's primary audience and strengthen team identity.

Languages

English (Fluent), Norwegian (A1-A2 beginner level), Hindi, Bengali and Assamese

Courses & Certifications

[IBM AI Product Manager Professional Certificate](#)

Product Management: An Introduction

Product Management: Foundations & Stakeholder Collaboration

Product Management: Initial Product Strategy and Plan

Additional Information

- Volunteering: Facilitating social activities with Tøyen frivilligsentral | June 2024 - Present
- Volunteered twice for the Buddy Program to help integrate new students into the AHO community.
- 'Reverse autograph' as a ritual design project published in a chapter written by Ted Mathews in the book 'Materials of Service Design'. Part 2, Chapter 9. in the book '[Materials of Service Design](#)'
- Nominated for school AHO Awards spring 2022 semester, for the project 'Easing the process for Ukrainian refugees to start a new life and get into work quickly in Norway'. URL: [Link to project 'The New New New Normal'](#)
- Graduate in Indian classical music (Vocals) from Allahabad University on 2008.

Portfolio PDF: https://drive.google.com/file/d/1UghhIZ2ulsOVmKxIRDCnrPtkayHKoxDB/view?usp=drive_link