

ARINDITA DEY

Service Design | System Thinking | Design
Research | UX Design | Interaction Design | Retail

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Portfolio: arinditadey.com

As a designer, I identify needs, challenges, of a problem made by humans, system or ecosystem, to improve or introduce process and end-to-end experiences for stakeholders in the ecosystems.

SOFTWARE

- Figma
- Miro
- Invision
- Adobe for Design & UX
- P5js
- Office 365

LANGUAGE

- English/ Fluent
- Hindi
- Bengali
- Assamese
- Norwegian/ Elementary

ACHIEVEMENT

- **Nominated for** school "AHO Aards spring 2022 semester, for the project "The New New New Normal"
- **Other:** Graduated in Classical Music (Vocals) from Allahabad University on 2008

EDUCATION

Master in the field of Service Design (Specialisation in System Oriented Design & Interaction Design: Screens)

Oslo School of Architecture and Design (AHO) 2021-2024

- Navigating problem from micro-macro perspective, identifying the network for the problem cause, design for small intervention or for a system, design for user(human/non-human) needs.
- Design for medium like interactive screens, end-to-end experience, datasets, information architecture, UX pattern, testing prototype and iterations.
- Ground understanding of AI, ML, data and their use cases.

B.Des in Fashion Merchandising and Retail Management

Footwear Design and Development Institute (FDDI Noida) 2014-2018

Explored in the field of Retail-related Research, Business strategy, Design, Marketing and Communication about the end product available to consumers.

WORK EXPERIENCE

Restaurant Assistanse | MAR 2022 - PRESENT

Event host and bartending in major events around Oslo

UX Designer | Sutra Tech Labs Private Limited | APR 2019 - MAY 2020

- Part of the product design team, for online B2B Saas platform for building DIY community platform and pages;
- **My role:** research , analyse the features and design apt solution for the product. Understanding scenarios, design wireframes and further rendering them into detailed UI specs and prototype

Freelancer | APR 2019 - JUN 2021

Worked ith several small brands and businesses in branding, retail strategy and human experience.

Visual Merchandiser Internship | Shoppers Stop Private Limited. | JUN 2017

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