Avirup Chakraborty
UX/UI Designer

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Creative and forward-thinking UX/UI designer with **5 years of dedicated UX experience,** with an overall experience of 9 years. Passionate about blending creative expertise and technical skills to bridge business goals with user needs, delivering intuitive and impactful design solutions.

EXPERIENCE

Product Designer | Superprofile
August 2025 - Present

- Designed and led the user experience for a **web-based B2B application(Stealth)**, focusing on data visualization, reporting workflows, and multi-user collaboration.
- Designed **conversational UX for an AI Chat** and analysis feature.
- Built a **scalable design system** and component library to ensure consistency and efficiency across multiple product modules.
- **Partnered with product and engineering teams** to translate complex requirements into clean, intuitive interfaces aligned with business goals.

UX/UI Designer | KreaitorAI
Dec 2024 - July 2025

- Contributed to the **0→1 journey**, shaping the product vision and UX from the ground up.
- **Designed 15+ Generative AI tools** with responsive interfaces tailored for both **mobile and desktop** platforms.
- Created end-to-end designs for both the **core product and marketing websites**, ensuring brand consistency.
- Mentored, managed and guided a **3 person design team** , providing feedback and aligning work with product goals.

UX Design Consultant | Independent
May 2024 - Dec 2024

- Designed **responsive web applications** that deliver seamless experiences across mobile and desktop platforms.
- **Designed intuitive dashboards** for SMM, Fintech, and AI-based tools.
- Redesigned the user journey for an e-commerce client, driving a **315% increase in conversions** by improving navigation, optimising call-to-action placement, and streamlining the checkout process.
- Redesigned landing pages for a cosmetic surgeon clinic, **achieving a 210% boost in lead generation** through clear value propositions, persuasive above the fold content, and optimised form designs.

Design Thinking Team | HSBC
Nov 2020 - Apr 2024

- Played key role in developing new features for an internal application, leading to an **80% improvement in process efficiency.**
- Conducted primary and secondary user research as a part of the Design Thinking team of HSBC
- Was involved from research to ideation while designing an internal tool which got **funding approved of USD 700k**

Co-Founder | TheBleuHaven
May 2020 - Oct 2021

- Co-founded an online e-commerce store and managed 4 employees
- Did a total sales of $216k while averaging a customer conversion rate of 2.81%.

EDUCATION & CERTIFICATES

Product Design Fellow | Ownpath
2023

Design Thinking Practitioner | Humane Design & Innovation Consulting
Nov 2023

UX Design Professional Certificate | Google
Jan 2023

Design Thinking 101 | HSBC & Stanford Online
Jan 2023

Bachelor of Commerce | St. Xavier's College, Kolkata
Jul 2009 - Jun 2012

CORE COMPETENCIES

User Research
Personas
Ideation
Wireframing
Prototyping
Usability Testing
Visual & Interaction Design
Information Architecture
Design Guides
Basic HTML/CSS/JavaScript

TOOLS & TECHNOLOGIES

Figma, Sketch, Zeplin, Adobe XD, Principle, Framer