

# Atib Chowdhury

## User Experience Designer

### Profile

I am experienced in creating aesthetically pleasing, useful applications - products and services to deliver increasingly beneficial impacts to service users and to society as a whole. I have worked on a multitude of projects ranging from big data, artificial intelligence, energy, social wellbeing and financial services. Most of these projects have included an element of data visualisation, usability studies, user research, prototyping, storyboarding, visual design and interaction design and development.

### Current Experience

February 2019 - Present **UX Consultant, Pummello Limited**

- UX Designer at Pummello consulting at Citigroup

December 2016 - Present **UX Designer, Citigroup**

Oversaw a number of different projects such as FX API, Velocity Chatbot, CitiVelocity Economic Calendar as well as overhauling the accumulator in FX Options Cube. Helped with defining an overall visual style guide for the development team building a web-based design guide. Part of the steering committee looking at the UI components across Markets and Securities services. Conducting high level stakeholder meetings with product and global heads.

- Confidently and effectively present client's product visions by researching, storyboarding, wire-framing, sketching, prototyping, and mocking up user experiences for Citi's cross-asset trading platform.
- Identify design problems and devise elegant solutions.
- Make strategic design and user-experience decisions related to core, and new, functions and features
- Experience creating visual style guidelines to echo similar design language through all software products
- Collaborate with other team members and stakeholders.
- Experienced working in an agile methodology following design sprints with reviews, demos and iterative design
- Analysing user feedback and activity, and iterating to enhance the user experience.
- Experience in shaping design systems and creating reusable design libraries

### Previous Experience

October 2017 - February 2019 **UX Designer & UI Developer, Somnia** (Pro-Bono weekends only)

Part of the founding team at Somnia, collaborated in creating use cases, personas, user journeys, empathy maps and designed low-fidelity wireframes to prove idea. Created walk through prototypes in InVision to test idea with users during an early test phase. Analysed and redesigned the information architecture so users are able to find the appropriate information intuitively.

- Confidently and effectively present ideas and design concepts through sketching, wire-framing and prototyping.
- Experience in analysing and designing Information architecture, user research and conducting usability testing
- Creating storyboards to reflect a typical user.
- Experience developing in web applications

November 2016 - January 2019 **Consultant, Avanade/ Infusion.**

- Avanade bought Infusion in September 2017
- UX Designer at Avanade consulting at Citigroup

December 2015 - November 2016 **UX Designer & UI Developer, BBOX Ltd.**

Spearheaded the redesign of an existing CRM primarily used in developing countries (Rwanda, Kenya, DRC, Uganda) managing customers who have purchased off-grid solar energy systems. Conducted the full UX design cycle creating personas, user journeys, use cases. Created low-fidelity wireframes to prove idea and then designed and prototyped high-fidelity designs. Conducted focus groups and oversaw user testing workshops in Rwanda. Built application using HTML5, CSS, AngularJS for a range of different users many of whom are using a computer for the first time.

- Confidently and effectively present ideas and design concepts through sketching, wire-framing and prototyping.
- Experience creating visual style guidelines to echo similar design language through all software products
- Spearheading a front-end engineering steering group that looks over how different platforms can be brought together under a single platform
- Learned Kinyarwanda to speak with local retail supervisors and shop managers to better understand how they are using the system and what can be done to help with their day to day tasks.

October 2014 - November 2015 **UX Designer & UI Developer, WEX Inc.**

- Initiate, suggest, and spearhead major UI refactoring for a more intuitive user-experience.
- Ensure designs are consistent with the overall design strategy and also ensure brand continuity across all products
- Worked closely with the product team defining functional requirements and reviewing designs.
- Creating Axure Mockups and templates in accordance with WEX Visual Style Guidelines (VSG)
- Contributing to the WEX Inc. Visual Style Guideline.
- Experience developing in AngularJS, HTML5, CSS3

August 2014 - October 2014 **Junior Developer, Coupons Inc**

- Developing Facebook applications, in accordance with Facebook guidelines
- Knowledge of Cross browser client side technologies - HTML5, CSS3, JavaScript, AJAX, DOM
- Prototyping new application concepts using a variety of methods

July 2013 - July 2014 **UX Designer & UI Developer, Retechnica**

- Prototyping concepts using a variety of methods
- Solve interaction design problems using analytical, usability testing and internal/external research.
- Clearly, confidently and effectively present ideas and design concepts through sketching, wire-framing and prototyping.
- Initiate, suggest, and spearheaded a major UI refactoring for a more intuitive user-experience.

## Pro Bono Experience / Projects

June 2015 - March 2019 **Team Lead / Member, the XDs (Experience Design Group)**

- Lead teams consisting of various professionals from UX designers, visual designers, researchers, strategists, business analysts, psychologists, etc.
- Organising UX design workshops working with young adults and children
- Ideating and helping to run design hackathons
- Conducting research and creating design workshops tackling the problem to be solved during the hack, such as depression, sleep and anxiety, health and wellbeing, young people living with HIV.
- Following the full UX design cycle from creating personas, user journeys, empathy maps, ideating/brainstorming solutions, low and high fidelity wireframes, InVision or HTML prototyping, user testing/ usability testing.
- Creating a business case to pitch to investors at the hack.

March 2015 - November 2016 **Founder / UX Designer & UI Developer, A&A.C. Creative**

- Developed web applications in Wordpress
- Responsible for designing solutions incorporating a mobile first mindset and the production of efficient and 'clean' UI design elements.
- Managed client engagements and produced information architecture for web-based applications, clients included schools such as the Raines Foundation.

October 2013 - February 2015 **Founder / UX Designer & UI Developer, Pummello**

- Experience in Android UI Design for mobiles and tablets.
- Responsible for the production of efficient and 'clean' UI design elements.
- Produced for information architecture including site maps and page schematics, functional requirements and prototypes.
- Generated proposals and pitches for existing and new accounts

## Education

September 2011 - September 2012 **University College London**  
PostGraduate Cert. Computer Science

September 2008 - July 2011 **University of Hull**  
BA (Hons) History and Archaeology

### Tools

Sketch  
InVision  
Adobe Creative Suite  
Axure  
proto.io  
Zeplin  
JIRA

### UX & Visual Design

Information Architecture (IA)  
User Research  
Persona & Scenarios / Storyboarding  
Wireframing / Interface Prototyping  
User Testing/ Usability Testing  
Photoshop/Illustrator/Sketch

### Coding

HTML & CSS  
CSS Pre-processors (SASS)  
JavaScript