

Shouvik Maiti

Product Designer

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Work Experience

UX Designer

May 2022 - Dec 2022 | Goa, India

Equilib Foundation

- Collaborated with the founding team **to design and build an entrepreneur knowledge-sharing network** facilitating access to tools and insights required for small business to take ideas from concept to a minimum viable product.
- Conducted over **20 user interviews with freelancers** across the globe to engage with target audience and deeply understand needs and pain points to directly inform UX direction and feature development of the new platform.
- **Created hi-fidelity wireframes** for the *Mycelium* phone application that served as the central platform for allowing aspiring entrepreneurs to access startup resources.

3D Graphic Artist

Aug 2022 - May 2023 | Mumbai, India

Bongboy Studio - Freelance

- Conceptualized and directed the **production of 4 high-quality animated videos** for a physiotherapy application employing computer graphic and animation techniques to vividly portray the apps' features.
- Designed and modeled **over 20 3D assets and a brand mascot** for a sports application. Art directed dynamic NFT collectibles for fans to win rewards by using engaging visual graphics.
- Developed **scripts, storyboards and style-frames** in collaboration with product and marketing teams for an engaging reward screen

Architect

Dec 2020 - April 2022 | Mumbai, India

PCA Group - Architecture & Planning

- Collaborated on **7 residential projects** of varying budgets and styles, showcasing adaptability in design, from initial conceptualization to final execution.
- Contributed to the development of **over 30 product and furniture designs** tailored to the unique requirement of each project, enhancing both functionality and aesthetics.

Education

Master of Science in Human-Computer Interaction

Aug 2023 - May 2025 | Bloomington, Indiana

Indiana University - Bloomington

Coursework : Introduction to HCI/d, Foundations of HCI/d, Interaction Design Methods, Meaning and Form in HCI

Bachelors of Architecture

Aug 2014 - May 2019 | Mumbai, India

Mumbai University - LS Raheja School of Architecture

Skills

Design (UX Design, UI Design, Visual Design, Interaction Design, Information Architecture, Prototyping, Wireframing, Journey Maps, User Flows, Personas, Storyboards)

Research & Evaluation (User Interviews, Affinity Mapping, Contextual Enquiry, Competitive Analysis, Usability Testing)

Tools (Figma, MiroBoard, Adobe Creative Suite, Blender, Unity Engine, Framer, Microsoft Office)

Projects

Musiverse

IIT Bombay HCI Monsoon Course

Mobile App Design

Collaborated in a 6-member team to streamline musician hiring, creating *Musiverse* in a 15 day project. Conducted over 20 interviews, utilized affinity mapping to identify industry pain points, and applied UX design methodology.