



# Rajashree Basu Kundu

A focused & goal-oriented professional, targeting assignments in **Graphic Designing / UI / UX Designing** with an organization of high repute

Location Preference: Mumbai

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## Profile Summary

- A competent professional with **15 years** of experience in **Graphic Development, UI / UX Designing, Branding, Product Development, Technology / Innovation Management, Team Management and Client Relationship Management**
- Possess excellent creative and technical expertise with skills in designing strategies to attract users or viewers resulting in profitability
- A Creative Designer with a flair of assisting in **business development** functions by analyzing requirements of campaign, pitching in salient features and executing graphic design assignments as per the client's satisfaction
- Capable of producing wide variety of **graphic products** including Annual Reports, Corporate Brochure, Business Stationeries and other digital communication materials as well as different training materials
- Worked as a **Brand Strategist and Creative Director** for various brands like Everest, Streaks, Ujjala, NBC bearings and Real Estate clients.
- **Driven UX-UI design & development services**, with focus on **UI UX Solutions, Presales, Delivery and Governance**
- Led a unique **UI Design and Content Development Service Offering** with focus on Competency Building and Delivery Ownership, Revenue & Growth
- Highly skilled in various aspects of **User Experience Fundamentals** entailing requirement analysis, user profiling / grouping, personas, task analysis, wireframes, prototyping and usability testing
- History of creating cutting edge interface design solutions for **web and mobile applications** through a user-centred design process adhering to UX methodologies
- Proficient with the concepts of **Print Media & Digital Media** for creation of instructional products, sales collateral, marketing collaterals and internal communication modules
- Strong problem-solving & technical skills coupled with decision-making skills for enabling effective solutions leading to high customer satisfaction and low operational costs

## Core Competencies

**Graphic / Multimedia / Web Productions  
Artwork  
Requirement Gathering**

**Project Management  
Branding & Promotions  
Team Building & Leadership**

**Liaison & Coordination  
Design Solutions  
UI / UX Designing**

## Achievements

- Successfully got the Art Direction and Food Styling published in Hi Blitz Magazine, Jun'15
- Curated and published Music Cover Designs in Vogue Magazine, Sep'08
- Selected as Finalist in Brand Design in Kyoorious Design Yatra in Sep'07

## Consulting Experience

**Centillion Tech  
UX/ UI Designer**

**Feb'21 - Present**

**Miyu Foods  
Art Direction and Brand Strategist**

**Jun'17 - Sep'19**

### Key Result Areas:

- Presenting the user interface visually to make the information easy to read, understand & find; generating clear ideas, concepts and designs of creative assets from beginning to end
- Analyzing user needs and product requirements for determining feasibility of design within time & cost constraints; consulting with clients about product UI design & maintenance and launching product
- Adapting to changing scenario of business & user needs through creative thinking

- Integrating with in-house business requirements & service vendors by formulating UX/UI process framework
- Collaborating with other Designers to ensure a consistent, integrated brand perception & user experience and Cross-functional Team to develop simple, easy-to-use software
- Translating client business requirements, user needs, technical requirements into visually enticing and easy to use designs
- Conducting system study & design reviews; coordinating with team members for product documentation, system design & integration based on market requirement
- Resolving UX problems related to usability, findability; communicating design ideas and prototypes to developers
- Rendering services as learning coach, building a high-performance team of graphic designers and encouraging innovation
- Developing basic presentation approaches by reviewing materials and information presented by client
- Preparing strategies by examining client objectives; planning, scheduling, and completing design and production requirements for direct marketing, telemarketing, and advertising
- Executing all visual design stages from concept to final hand-off to engineering
- Establishing & promoting design guidelines, best practices and standards
- Supervising designing and coding on user forms for website that requires user registration
- Administering tasks of designing and optimizing graphics for corporate client's sites
- Reviewing all artworks and its related technical components in order to ensure accuracy and avoiding re-work
- Maintaining data of approved artwork with traceability for future reference

**Situations Advertising  
Consultant Creative Director**

**Apr'11 – June'14**

**Johnny Soko and The Flying Robots Design Pvt. Limited  
Creative Director (Graphic Design & Corporate Communications)**

**May'10 – Present**

**ArtherStone Investment Communication Ltd.  
Senior Graphic Designer & Production Head**

**Jan'09 – March'10**

**Design Temple  
Graphic Designer**

**Feb'07 – December'09**

*(Worked extensively in designing corporate communication materials for Taj Group of Heritage Hotels)*

**Times Of India (Times Group of Industries)  
Graphic Designer**

**Sep'06 – Jan'07**

*(Designed for their daily and Sunday Supplement Newspaper)*

**Graphic Designer  
DMA Branding and Packaging**

**Jan'05 – Aug'06**

*(Designed for FMGC packaging for Hindustan Levers and Britannia)*

## **Internship**

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**2005: TATA Interactive Services  
Graphic Design Intern**

## **Certification**

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- Diploma Certification in advance UX and UI from ITLH – Information Technology Learning Hub in 2021
- Diploma in HTML & CSS + Wordpress + Digital Marketing from Academy of Digital Arts in 2019
- BDes. in Graphic Design from National Institute of Design in 2006

## **Technical Skills**

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- ToolKit:
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe InDesign
  - Adobe After Effects (motion info graphics)
  - Figma
  - Sketch
  - Adobe XD
  - Protopie

- Wordpress with Elementor
- Research:
  - Interviews, Synthesis, Persona, Brainstorm, Story boards, User Journey Maps, Usability Research, Heuristic valuation, Competitive Analysis, Surveys
- Implementation:
  - Wireframing, Rapid Prototyping, Visual Design, Taskflows, Presentations, User Testing

## Education

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- **Diploma Certification in advance UX and UI** from ITLH – Information Technology Learning Hub in 2021
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- **BDes. in Graphic Design** from National Institute of Design in 2006

## Personal Details

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**Date of Birth:** 16<sup>th</sup> November 1980

**Languages Known:** English, Hindi & Bengali

**Address:** Aster A 703, Gundecha Valley Of Flowers, Thakur Village, Kandivli East, Mumbai 400101.

**Personal Portfolio:** <https://rbkdesign.in/>

**Behance Portfolio:** <https://www.behance.net/johnnysoko>