

Soumalika Doloi

Product Designer

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[Portfolio](#) [LinkedIn](#) [Behance](#)

WORK EXPERIENCE

APPSeCONNECT | UI/UX Designer Feb' 25 - Present

- Led the design of APPSeCONNECT's new product from scratch, including the dashboard and end-to-end workflow designer experiences.
- Built functional prototypes to communicate interaction flows and validate ideas with stakeholders across teams.
- Created and maintained a scalable design system based on Atomic Design principles to ensure consistency across the platform.
- Collaborated closely with developers and product managers to align design goals with technical feasibility and business requirements.

PharmEasy (Threpsi Solutions Pvt. Ltd) - B2C | Product Design Intern June' 24 - Dec'24

- Led over 10 projects within PharmEasy's B2C Diagnostics and Growth teams, collaborating with designers and product managers to enhance user experience and drive growth.
- Revamped the PharmEasy Wallet experience for new users, reducing Cart-to-Payment and Payment-to-Order drop-off rates by 1%.
- Designed Diagnostics Price Discovery to highlight cart discounts, driving a 0.41% increase in orders with 32 additional orders and ₹20.6 lakhs in sales.
- Developed wireframes for Health Trends V1, aimed at expanding the Diagnostics user base by 300,000. Designed a lead generation page for booking Diagnostics lab tests, simplifying test booking and boosting conversions.
- Conducted user research and user interviews to identify pain points in the Health Trends feature.
- Led User Acceptance Testing (UAT) for Diagnostics Enhancements, including the "Lab Test by Health Concern" widget, to ensure a seamless update.
- Created illustrations for Prescription (Rx) and Health Trends V1 to improve visual appeal and comprehension.
- Led stakeholder meetings with tech and business teams, presenting Diagnostics lead generation initiatives and issuing detailed design handovers.

Pratilipi | Coloring Artist (Freelance) Sept' 22 - Feb' 23

My work - [Radheya](#), [Mera Saaya](#)

- Collaborated closely with artistic teams to bring comic stories to life through vibrant and evocative color schemes.
- Ensured timely delivery of projects while maintaining a high standard of color consistency across multiple panels.

Pratilipi | Storyboarding Artist (Freelance) Dec' 21 - Feb' 23

My work - [Tanvi](#)

- Worked closely with writers, directors, and artists to create dynamic and visually compelling storyboards for comic narratives.
- Played a key role in conceptualizing and translating scripts into detailed and engaging visual sequences.
- Delivered high-quality storyboard layouts that effectively communicated the director's vision and narrative intent.

CERTIFICATION

University of Michigan - Intro to AR/VR/MR/XR Technologies, Applications & Issues

XR Design | Oct 2024 | Perc 94.33%

Google - Foundation of User Experience Design

UX Design | March 2024 | Perc 100%

EDUCATION

Calcutta University

B.Com (Hons) | 2018 - 2021 | Perc 75.42%

Kendriya Vidyalaya O.F. Dum Dum, Kolkata

12th, CBSE | 2018 | Perc 77.17%

Kendriya Vidyalaya Sector 8, New Delhi

10th, CBSE | 2016 | CGPA 9.4%

SKILLS

DESIGN

User Flows, Critical Design Thinking
Advanced Prototyping, Wireframing
Information Architecture, Sitemaps
Interaction design, Storyboarding
User Persona, User Journey Maps
Design System, User-Centric Design
User Acceptance Testing(UAT)
Design Handover

TOOLS

Pen & paper, Figma,
HTML, CSS,
Adobe xd, Maze,
Photoshop, Illustrator,
Framer, Balsamiq,
Webflow, Sketch

RESEARCH

User Interviews, Affinity mapping
Competitive Analysis, Usability Testing
Design thinking, Heuristic Evaluation
Qualitative Research, A/B testing
Quantitative Research, Card Sorting

LANGUAGES

English - Proficient
Hindi - Proficient
Bengali - Proficient
German - Limited