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TIRTHA DUTTA

User Experience Designer

Senior UX Designer with 7 years of experience leading end-to-end digital design initiatives across enterprise, healthcare, entertainment, SaaS, and B2B platforms. Skilled in driving cross-platform, accessible, and data-driven design solutions. Proven expertise in stakeholder engagement, UX research, iterative prototyping, and design system development. Known for owning complex projects from discovery to delivery in fast-paced, cross-functional environments.

EXPERIENCE

Senior UX Consultant | Communitree Media

06/2025 - Present | 4 Months Contract  Pune, India

- Leading brand identity development and design direction for a growing startup and its client ecosystem.
- Designing UI/UX systems for web and mobile platforms across multiple client projects.
- Building scalable design systems, component libraries and design ops documentation from scratch
- Mentoring junior designers and streamlining collaborative design workflows
- Leveraging AI powered tools to create scalable design templates and automations, while training junior designers to adapt and deliver efficiently in a fast-paced environment.

UX Strategist (Co-op with Postgraduation) | Toronto Railway Museum

11/2023 - 04/2024  Toronto, Canada

- Led UX strategy to increase footfall at an underperforming Toronto heritage site. Addressed limited stakeholder data by interviewing over 30 local visitors and tourists to identify behavioral drivers and engagement opportunities.
- Created interactive, kid-focused 3D modelling concepts and educational touchpoints that encouraged family visits. Delivered prototypes aligned with user needs and museum objectives.
- Awarded **Best UI UX Design & Prototype** at George Brown College Showcase for a research-driven solution that reimagined Canadian railway history through immersive storytelling, highlighting its economic impact and national legacy. Praised by stakeholders for real-world impact and future scalability.

Senior User Experience Designer | Brillio Technologies

06/2021 - 06/2023  Bangalore, India

- Led the creation of intuitive wireframes for mobile apps, boosting user engagement by 40%, enhancing seamless multi-device experiences.
- Recognised as "Value Champion of the Month" and awarded "Group Excellence" for consistently delivering healthcare industry designs with a 92% successful delivery rate and a client satisfaction rating of 4.8/5, increasing client retention by 30%.
- Successfully completed 8+ complex UX projects, including enterprise applications and mobile apps, with a 95% client approval rate and a 98% on-time delivery, resulting in a 25% increase in repeat business and positive referrals.
- Implemented WCAG 2.1 standards to improve accessibility and usability across all designs. Boosted user engagement by 20% through focused accessibility enhancements.
- Led weekly status meetings and updates for over 10 key stakeholders, strategically mitigating project risks and conducting competitive analyses that informed 40% of strategic design decisions for future projects.

Lead Visual Designer | Strobe Works

10/2019 - 06/2021  Pune, India

- Supervised 6 junior designers, driving 10+ pitch presentations, 8 campaigns, and training on tools like Photoshop, After Effects, and Figma, which elevated team productivity by 35% and project delivery rates by 20%.
- Designed over 100 collaterals and managed launch campaigns for 15 multinational hotel clients, including Marriott Bonvoy, collaborating with production teams. Attended 5+ industry conferences to gather insights that improved campaign outcomes by 25%.
- Founded the UI/UX department, securing 5 international healthcare clients and achieving a 40% increase in user satisfaction through targeted programs.
- Worked closely with multidisciplinary teams, including developers, to translate client requests into functional UI elements, implementing five key enhancements that reduced UI-related support tickets by 40%.

Graphic Designer | Trustfort Entertainment

06/2017 - 03/2019  Pune, India

- Produced diverse campaign assets, including graphics, videos, and written content, ensuring brand consistency and quality.
- Contributed to successful execution of 15 marketing campaigns across various industries. Strengthened customer engagement, resulting in heightened brand visibility and connection.
- Researched trends and projected industry changes to capitalize on emerging opportunities.
- Developed display, marketing, and packaging materials to support product branding strategies.

TECHNICAL SKILLS

- Figma
 - Adobe XD
 - Autodesk 3D Maya
 - Adobe Illustrator
 - Adobe Photoshop
 - Adobe Premiere Pro
 - Adobe After Effects
- Adobe Indesign
 - Sketch
 - MS Office
 - Visual Studio Code
 - Invision Studio
 - Substance 3D Painter

EDUCATION

Postgraduate Degree Certificate: Interactive Media Management

George Brown College

09/2023 - 08/2024  Toronto, Canada

Graduated with Honours and consistently made the Dean's List for all three semesters.
GPA - 3.8/4

Bachelors of Design: Fashion Communication

Symbiosis Institute of Design

06/2014 - 10/2018  Pune, India

Skills Acquired: Graphic Design, Branding, Packaging, Visual Merchandising, Fashion Photography

CERTIFICATIONS

- Auditing Design Systems for Accessibility
 - UX Research on an Audience Segmentation
 - Prompt Engineering with Gemini
- Designing with the WCAG 2.2 Guidelines
 - Agile User Experience Design and Research
 - Using AI in the UX Design Process

CORE UI/UX SKILLS

- User Interface Design
 - User Experience Design
 - Information Architecture
 - Wireframing
 - UX Research
 - Prototyping
 - Usability Testing
 - User - Centered Design
 - Design Systems
 - HTML
- Visual design
 - Problem Solving
 - Collaboration
 - Cross-Platform Design
 - Team Leadership
 - WCAG
 - Usability and Accessibility
 - Agile Workflows
 - Use Case Study Generation
 - Empathy Mapping
 - CSS

AWARDS

UX Value Champion Award at Brillio Technologies for impactful work with client Bristol-Myers Squibb

Brillio Special Award at Brillio Technologies for excellence in design for client Cartus

Best User Interface Design for the Mood Sync App at George Brown College

Best UI/UX Design and Prototype Award for project with Toronto Railway Museum at George Brown College