



Meenakshi
Das

Experience
Designer
Bengaluru

meenakshidas.com

designart.meenakshi@gmail.com

www.linkedin.com/in/meenakshi-das-2206996md

+91-7005020930
+91-8486564881

"Crafting digital
tales that
captivate, innovate,
and elevate
user experiences."

EDUCATION

Master’s of Design

(UX/UI & Visual Design)

National Institute of Fashion
Technology • 2019-2021

Bachelor’s of Commerce

(Hons.)

Gauhati University • 2014-2017

SOFTWARE
SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe XD
- Figma
- Grafana

DESIGN SKILLS

- Design Thinking
- Conceptualisation
- UX Research
- Wireframing & Prototyping
- UI Design
- Visual Storytelling & Design
- Storyboarding
- Digital & Hand Illustrations

CERTIFICATIONS

UI Design Patterns for

Successful Software

Interaction Design Foundation
Aug 2022

EXPERIENCE

Senior UX Designer - Tata Elxsi

Sep 2023 - present

- Designed user-centric Human-Machine Interfaces (HMIs) for Jaguar Land Rover's In-Vehicle Infotainment (IVI) system, ensuring seamless interaction across touch, voice, and physical controls, with a focus on safety, accessibility, and brand consistency;
- Developed a unified, adaptable multi-brand design system for Jaguar Land Rover vehicles, aligned with emerging technologies such as autonomous driving and connected car features;
- Conducted research and created innovative proof-of-concept designs for client presentations, ensuring alignment with client objectives and market trends.

UX & Graphics Designer - Indian Institute for Human

Settlements (IIHS)

Mar 2023 - Sep 2023

- Designed graphics and marketing materials for the Solar Decathlon India event, enhancing brand visibility and engagement;
- Created brochures, reports, and collateral for the Sustainable Energy Lab (SEL), ensuring clear communication of sustainability initiatives;
- Contributed to the development of Internet of Things (IoT) dashboards, improving data visualization and interpretation for better decision-making.

Graphics Designer - Unacademy

Dec 2021 - Jun 2022

- Designed and developed academic content for digital and print formats, including presentation templates and illustrations (Dec–Jan);
- Collaborated with co-designers to create book covers and design templates, ensuring consistency and visual appeal;
- Managed and reviewed book design elements, ensuring quality standards before final printing;
- Oversaw all phases of the design process, identifying potential risks and ensuring seamless production before books went to print (Feb–Jun).

UI/UX Designer- Vhelp

Sep 2021 - Nov 2021

- Collaborated with the Vhelp team to conduct user research and gain project insights;
- Designed and executed online user surveys, collecting and analyzing feedback to enhance usability;
- Developed wireframes, mockups, and interactive prototypes to define website layout and user flow, iterating based on feedback;
- Created a cohesive visual identity and UI design aligned with Vhelp’s branding guidelines;
- Delivered high-quality design assets for a successful website launch, improving collaboration with the development team.

UI/UX Design Intern- GreenAmmo

Mar 2021 - Aug 2021

- Designed and developed a website for the sustainability-focused NGO, GreenAmmo, ensuring alignment with the organization’s branding;
- Created a sustainability-driven aesthetic and functional design from scratch, enhancing user engagement;
- Implemented user-friendly navigation and intuitive design elements to improve accessibility and usability.

Visual Design Intern- USTTAD Project: Ministry of Minority Affairs

Nov 2020 - Dec 2020

- Collaborated with a team of designers to develop the USTTAD website layout, ensuring a user-friendly and visually appealing design;
- Curated, selected, and edited high-quality images to enhance the website’s visual storytelling and user engagement;
- Wrote, edited, and optimized website content to align with brand messaging and improve readability;
- Conducted stakeholder interviews across four assigned crafts to gather insights and inform design decisions;
- Analyzed stakeholder feedback to refine website content and design, ensuring alignment with project goals.

Design Research Intern - Think Design Collaborative

Jun 2020 - Aug 2020

- Acquired hands-on experience in various design research methods during the first month of the internship;
- Developed and delivered weekly presentations linking five research methods to real-world challenges and scenarios;
- Conducted an independent research study on "Belief System During Crises" in the final month, analyzing behavioral patterns and decision-making factors.