

PUJA VASA

Product Designer

9051618197

info@pujavasa.com

www.pujavasa.com

linkedin.com/in/puja-vasa/

EXPERIENCE

StockEdge, Kolkata — UX/UI Designer

DECEMBER 2022- PRESENT

- Led the major redesign of StockEdge Web & Mobile App (Android & iOS), enhancing user navigation, feature usability, retention, and monetization.
- Improved registration conversion rate by 12% through redesigned screens.
- Enhanced Net Promoter Score (NPS) UI, boosting customer experience by 10% and improving feedback collection.
- Collaborated with the Product Manager, CTO, and Tech Team to deliver minimal yet impactful features.
- Designed multiple landing pages for StockEdge.com.
- Created weekly email promotions & newsletters, driving user engagement.
- Handled User Research, Information Architecture, Interaction & Visual Design, Prototyping, and User Testing across platforms.

Nilaaya & Hycare, Remote — Digital Designer

NOVEMBER 2021- NOVEMBER 2022

- Logo Design & Brand conceptualisation. Visual Design for company collateral.

Cognizant Technology Solutions, Kolkata — Software Developer

JULY 2014 - APRIL 2020

- Front-End Developer for the renowned Wyndham Group of Hotels, specializing in HTML, CSS3, and Java.
- Expanded role to collaborate with architects, developing Proof of Concepts (PoCs) and prototypes to strategize customer solutions.
- Acted as a core member of the Offshore Business Development portfolio while independently managing JIRA.

SKILLS

UX Research & Strategist

Interaction Designer

Design Thinking

Wireframe & Prototyping

Interactive Thinking

Branding

TOOLS



EDUCATION

Ecole Intuit Lab, Kolkata —

Master in Design

AUGUST 2021 - DECEMBER 2023

BPPIMT, Kolkata — B.tech

in Computer science

AUGUST 2010- JUNE 2014