Utkarsh Dutta

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Introduction

User-focused UI/UX designer skilled in empathy and understanding business needs. Passionate about blending human-centric design with AI to drive efficiency, always ensuring experiences are intuitive, meaningful, and personal. I create solutions that balance innovative technology with a genuine human touch.

Education

- **Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology** Chennai, India
  Bachelor of Technology - Computer Science; CGPA: 9.13 *August 2020 - July 2024*
  Courses: *Operating Systems, Data Structures and Algorithms, Artificial Intelligence, Computer Graphics, Deep Learning, Computer Networks, Database Management System, Programming languages : C, Python, Java.*

Skills Summary

- **Languages**: Python, C, C++, SQL, JAVA, R, HTML, CSS
- **Frameworks**: TBD, User-Centric Design, Agile, Lean, NodeJS, ReactJS
- **Tools**: Figma, Miro, ClickUp, JIRA, Illustrator, MS Office Suite, Claude Design, VS Code, Github
- **UX Skills**: UX Research, UI Design, Usability Testing, Prompt-Engineering, AI Design, Competitive Analysis
- **Soft Skills**: Leadership, Cross-functional, Effective Communication, Problem-Solving, Collaboration

Experience

- **Neutrinos** On-Site
  Senior UI/UX Designer : Platform (Full-Time) *Jan 2025 - Present*
  - Designing new AI features for a B2B insurance platform leading end to end UX research, information architecture, UI design, and developer handoff for enterprise grade workflow automation.
  - Designed enterprise BPMN workflows from scratch for B2B insurance automation—built process models for claims, underwriting, and policy management with clear naming conventions and executable specifications.
  - Designed and delivered 150+ Illustrations, Icons and Visual quos for Neutrinos marketplace, significantly improving user engagement, understanding and visual aesthetics.
  - Performed in-depth analysis of competitor content, features, and layouts to identify strategic advantages and inform design improvements.
  - Led problem discovery and solution design through user research interviewed customers to understand their challenges empathetically, then collaborated with developers principal manager to deliver efficient solutions.
  - Created static and animated banners for listing pages, increasing traffic by 70 percent and optimizing call-to-action (CTA) performance.
  - Currently Creating Cross-functional SaaS Unified platform, converging 4 different platforms (i.e Case manager, BPM, Rules Workflow, Object Manager with new components) while maintaining the UX Principles and consistency across platform.

- **OnFocus Software** On-Site
  UI/UX Designer (Full-Time) *July 2024 - December 2024*
  - Collaborated with Co-founders and stakeholders to align business goals, gather insights, and define project objectives for a real estate community mobile application.
  - Conducted in-depth research on the real estate and community domain, creating mood boards and inspiration boards to inform the design process.
  - Created a design system and visually engaging components for the interface, applying UX psychology principles like Hick's Law, Fitts's Law, Von Restorff Effect, etc. to enhance usability and ensure an intuitive and interactive user experience.
  - Designed the complete user interface for a mobile application focused on a real estate social marketplace, delivering a seamless and intuitive user experience.
  - Developed an admin dashboard and control center to manage backend operations and monitor user behavior, enabling efficient product control and analytics.

- **DeepThought EduTech Venture Pvt. Ltd.** On-Site
  UI/UX Designer (Internship) *Nov 2023 - June 2024*

- Led the design of a visually appealing questionnaire module with gamification elements to enhance the engagement of users and decrease the drop out rate. Analyzed user pain points. Managed the project progress.
- Designed an advanced SaaS product for the company, incorporating key UX principles and a user-centric design approach. This resulted in a seamless, intuitive platform that enhances user understanding and engagement.
- Led the team of 5 people and managed the project as a Product Manager ensuring the implementation alignment with the vision of the project's objective. Created Wireframes, information architecture, documentations and designed high fidelity prototypes. Collaborated with developers, designers and AVP. Scheduled timelines and track the progress of project.
- Conducted multiple industry expert training sessions for B.Tech students of St. Mary to spread knowledge and help them with web design and frameworks for creating application for business.

Freelance
UI/UX Designer *Remote*

- GooClaim (2025) : Designed a conversion-focused layout showcasing product features, value propositions, and tiered pricing. Applied marketing principles, clear CTA, User Behaviour principles and visual hierarchy—to guide user decisions. Used AI tools for rapid prototyping and iterative refinement.
- The following projects (2021 - 2023) : A-CABS, Finty, Top-Talent Bridge, and Selection Tech, showcase my freelance work aimed at understanding and assisting users while expanding my expertise in UI/UX and Product Design. Each project demonstrates my ability to apply various UX principles, such as user-centered design, usability, accessibility, and design thinking, to create intuitive and engaging user experiences. By deeply understanding the framework and needs of each project, I was able to deliver solutions that not only met client expectations but also enhanced user satisfaction and engagement.

Projects

- **A-CABS (Cab Booking Application)**: Conducted user research, created user flows, wireframes and interactive prototypes for both the User and Cab Client Apps, collaborated with developers and applied design thinking to enhance the cab service experience.
- **Finty (Financial Management Application)**: Conducted user research, created user flows, wireframes and high-fidelity prototypes with mockups, and gathered usability feedback for design iteration. Implemented expense tracking, budget creation, and savings goals features with personalized financial advice.
- **Top Talent Bridge (Ed-Tech Landing Page)**: Implemented UX Research, identified pain-points and designed persona-based UI for better CTR and conversion rate with UI psychology principles for better marketing. Designed wireframes, high-fidelity UI and mockups with accounting for iteration on design based on feedback.
- **Selection Tech (Questionnaire's Gamification)**: Conducted user research, identified pain points. Performed brainstorming and sketching, implemented gamification methods with visual interactive questionnaire and designed interface with high fidelity prototype with animations. Collaborated with developers and managers.
- **Criminal Activity Detection on CCTV (AI Project)**: Built a model to classify various criminal activities using footage from CCTV cameras through deep learning. The application directly monitors footage from CCTV cameras, analyzing 25 frames per iteration. The current model classifies criminal activities into seven categories and provides an accuracy rate of 95.6%.

Publications

- **Paper (IEEE): Inception Nesterov Momentum Adam L2 Regularized Learning Rate CNN for Sugarcane Disease Classification.**: Worked with other authors in the research of plant diseases and advanced algorithms for classification with high accuracy. Built a model for advanced recognition of sugarcane disease.

Honors and Awards

- 1st Rank, UX Hackathon by UXHACK for Eatsure screen redesign, March 2024.
- 1st Rank, 24 hour Prototyping Contest organized by VelTech University co-op with IEEE. October, 2022.
- Runner's Up at Texus Hackatoge, National Level Hackathon, organized by SRM University. April, 2023
- 1st Rank, Dream Device Ideathon under Tantaraz event co-op with IEEE - April, 2022

Certification

Professional Diploma in Product Management
MTF Institute of management, technology and finance on Udemy

User Experience Design Professional Certification
MTF Institute of management, technology and finance on Udemy

Career Essentials in Data Analysis by Microsoft and LinkedIn
LinkedIn Learning

- **UI/UX for Begineers**
  Great Learning Online Platform
- **Amazon ML Summer School 2023**
  Amazon
- **Problem Solving - Intermediate**
  HackerRank
- **Customer Relationship Management**
  Great Learning Online Platform