Pappu Kar
UX/UI Designer

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Atlanta, Georgia

Projects

Pie Chart
Jan 2023 - Aug 2023

A bakery website that is designed to showcase and promote its products and services in an effective way.

- Established user data analysis and planned A/B testing with Maze to evaluate design efficiency. Guided design system maintenance, documented guidelines, and utilized industry trends for crucial user experiences.
- Enhance user engagement through a clean layout, intuitive categories/tags, seamless social media, and interactive comments.

Backstore Pro
Aug 2022 - Dec 2022

Backstore Pro is an eCommerce mobile application where users will be able to buy quality products at the best price and conveniently.

- Developed wireframes, prototype and resulted in a 20% increase in conversions, based on user testing with 100 participants.
- Created a clickable prototype that received positive feedback from 90% of users by taking a usability testing of 5 contributors.
- Conducted a usability test and identified 3 key areas for improvement, leading to a 25% increase in user satisfaction scores based on a survey of 30 students.

Shadow
Jan 2022 - Apr 2022

Shadow offers a user-friendly movie reservation app, streamlining seat selection for a hassle-free booking experience from anywhere.

- Led initial prototyping, independently researching case studies for invaluable insights.
- Established storyboards to brainstorm ideas and created a timeline to organize project objectives.

Education

Interdisciplinary Studies / Georgia State University
Aug 2020 - Aug 2023 / Atlanta, Georgia

Computer Science / Georgia Perimeter College
Aug 2017 - Jul 2020 / Dunwoody, Georgia

Certifications & Training: Google UX Design Professional Certificate (in progress)

Skills

Research & Test
User Interviews, Usability Studies, User Stories, User Personas, Competitor Analysis, User Journey Map, UX Research.
Design
User Flows, Wireframes, Interactive Prototypes, Site Maps, Low- and High- Fidelity mockups, Responsive Design, Information Architecture.
Other Skills
 SQL, HTML5, CSS, Communication (verbal, written), Bengali (fluent), Hindi (conversational), Collaboration .

Tools

Research & Test
Zoom, Maze, Google meet, Microsoft Office, Microsoft Team, User Testing, Slack, Logic Pro.
Design
Figma, FigJam, Adobe XD, Photoshop, Canva, Adobe Acrobat.

Experience

Digital Personal Shopper / Walmart
Sep 2022 - Present / Chamblee, Georgia

- Picked quality and proper items for more than 200 orders per day and managed 100 picks per hour or greater.
- Maintained close collaboration with store departments to ensure efficient service delivery.

Customer Service Staff / Publix
Feb 2016 - Dec 2021 / Tucker, Georgia

- Executed 300+ product and service transactions daily utilizing the Point-of-Sale system while surpassing the assigned donation goals by 10%.
- Implemented effective theft prevention measures that successfully identified and deterred theft, resulting approximately $1000 savings for the company.