


# Surya Sathi Roy

Multidisciplinary Designer

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## Experience

- Apr '23- Present

● **Info Edge (Naukri.com)**  
*UX Designer*

  - Working with the largest job portal in India, Naukri.com to help jobseekers find their dream jobs and companies their perfect candidates.
  - I am currently working on projects concerning different sects of candidates and companies of various sizes focussing on design and introducing new business avenues.
- Sep '22- Feb'23

● **Google India, Bengaluru**  
*UX Design Intern*

  - 6 months UX Design internship with the core Android UX team working on the betterment of life for next billion users, understanding their pain points and desires and how Google could help.
  - Worked on collaboration with teams from UK and US on some pretty exciting avenues impacting millions of lives around the world from all walks of life.
- Apr'22- Aug'22

● **OLX Autos, Remote (Gurugram)**  
*UX Design Intern*

  - Strategised and designed an ecosystem to connect between the current brick and mortar retail experience and the digital product for the C2B division leading to a modern phy-gital experience with a future vision on expandibility.
- Oct'19- Dec'20

● **Jaguar Land Rover, Bengaluru**  
*Automotive HMI Designer (Consultant)*

  - Deputed from the HMI team at Tata Elxsi to work as an Automotive Human Machine Interface Designer with the Human Factors team at Jaguar Land Rover.
  - Designed EV features for PHEV and BEV Jaguar and Land Rover cars
  - Designed in-car voice experiences for markets all around the world with capability of 32 languages.
  - My team's HMI PIVI Pro won the best HMI Award of 2020 awarded by the European motoring organisation, Autobest
- Jul'19- Dec'20

● **Tata Elxsi, Bengaluru**  
*Designer*

  - Drove PAN India research projects for understanding and improving the retail to resell experience of heavy commercial vehicles for a leading automotive India brand.
  - Worked as a multi-faceted designer in different design fields like strategy, user experience and Automotive UX.

## Education

- Sep'20- Present

● **Masters Degree (New Media Design)**  
*National Institute of Design (NID)*

Pursuing my Master's in New Media Design from the National Institute of Design. As a New Media Designer, I get to look beyond the obvious, work at the intersection of art, science, technology, and design, and most importantly, I can function in situations where a lack of definition persists via thorough research and mindful iterations.
- July'15- May'19

● **Bachelors Degree (Digital Design)**  
*School of Design, UPES, Dehradun*

This is where my base as a designer was built through a plethora of explorations and exposure to the fields of Interaction, UX, Visual, Game and Sound Design along with material handling.

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## Achievements

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2022 ● Awardee, Social EV Design Contest

*APEV (Association for the Promotion of Electric Vehicles), Chiba City, Tokyo, Japan*

- Represented India and the National Institute of Design at Chiba, Japan
- The only international team to win an award (Special Award from the Screening Committee) at the final round.
- Project was around EV for Social Futures of 2040 where we addressed the issue of declining and ageing population of Japan along with onboarding for newer immigrants into the cultural nuances of Japan.

2020 ● Winner, D'Source Design Challenge

*IDC, IIT Bombay*

- Designed an ecosystem for luggage management system for the Indian Railways to tackle the fragility of crowds during CoVID, pandemic and emergency situations.
- Selected as winner in IxD category from 21 16 entries with over 3000 participants from 54 countries

2020 ● UMO Design Finalist

*UX India*

- Got selected as top 10 finalist in enterprise category from amongst 250 entries and 1200 participants from 10 countries.
- Designed an inclusive online education solution which focuses on helping teachers with limited technical knowledge build better teaching strategies for students and impart them further.

2019 ● University Medal Winner

*UPES, Dehradun*

Secured 1st rank in undergraduate degree.

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## Skills

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### Design & Tech

User Experience Design

Exhibition & Installation

Interaction Design

Speculative Design

Generative Art

Ethnography

Research and Strategy

Sound Design

Visual/Graphic Design

Game Design

### Software & Tools

Adobe Photoshop

Figma

Adobe Illustrator

Adobe XD

Autodesk 3DS Max

Autodesk Maya

Unity 3D

Autodesk Mudbox

FL Studio

Cinema 4D

Adobe After Effects

Adobe Premiere Pro

Basic Electronics

Touchdesigner