Enakshi Roy

UX Design

enakshiro@gmail.com
+ 91 7838 321 357
Bangalore / Bordeaux / Remote

Experience

Head of Product Design
Marrow & DailyRounds
Dec 2019 - Present

Working directly with the founder, designed the Marrow app in 2015 from the ground up, with a focused aim of making better doctors. Today, it is India's leading online learning platform for medical students. Created wireframes and user flows, the product's design language and UI, and all the end-to-end workings of the mobile and web apps. Currently heading the design team and ensuring the product's design focus goes hand-in-hand with the changing market, business goals, engineering constraints and users' needs.

UX design consultant
Independent practice
Nov 2015 – Nov 2019

Consulted and designed end-to-end UX & UI for app and web-based products for various orgs and startups globally, primarily in the education & medical fields. Conceptualised products using the companies' existing tech. Conducted user research, wireframing, AB testing and delivered with rapid and iterative prototyping. Created the design systems and mockups ensuring a smooth handover to the devs, all while collecting user feedback to make faster iterations and build strong human-centric products.
Clients included Clinivid, DocOn, Liv.ai (now with Flipkart), DailyRounds & Marrow, Greytip, Amazon Alexa, Google Maps and Capillary Tech.
This venture ended when Covid hit in early 2020.

UI&UX designer
Compile Inc.
Dec 2014 – Sep 2016

Designed and iterated on the product dashboard and website for Compile, a data analytics company focused on healthcare and pharma. Along with intensive data visualisation, also designed marketing collateral, presentations and whitepapers. Worked with product managers to validate design hypotheses by conducting interviews and usability sessions.

Graphic Designer
Wieden+Kennedy
Jan 2013 – Nov 2014

Under a team of marketing experts and art directors, created various ad campaigns for clients such as Audi India, Royal Enfield, Indigo Airlines and Old Spice. Conceptualised ad and communication creatives, created vector illustrations, packaging for consumables, magazine layouts, brand collateral and merchandise. Designed the Audi India website creatively adhering to brand guidelines, and took over direction of the brand's social media pages.

Education

May 2007 – Dec 2012

Bachelor's of Arts (Graphic Design)
National Institute of Design, Ahmedabad

Skills

Design UX & UI design • Web, apps & graphic design • Information architecture • Wireframes & user flows • Copywriting • Product analysis • Interaction design • Usability testing • Rapid iterative prototyping • Illustration

Tools Figma • Sketch • Framer • Adobe Photoshop, Illustrator, InDesign, XD Miro • Notion • Balasmiq • Procreate

Profile

Behance | LinkedIn | Website