Sabrina Basu

UX Designer

Summary

I am a UX Designer and a natural problem solver with strong design and quantitative skills. My background in business operation strategy encourages me to address short-term goals with the big-picture in mind. As an adaptable, curious, and detail-oriented researcher and designer, I am passionate about helping organizations speak to their users in a way they are truly able to appreciate.

Experience

2019-05 - 2019-07

UX Design Consultant

Log-Ai

- Worked with a team of designers and stakeholders to develop branding strategy and on-boarding for Log-Ai's third party logistics platform.
- Designed and tested wireframes and prototype for the platforms on-boarding and dashboard.
- Outlined user flows for customer, warehouse, and trucking platforms.

2018-11 - 2019-01

UX Design Consultant

Boxcar Transit

- Lead a team of four UX Designers to help existing app eliminate issues with on-boarding new users.
- Recruited research participants, conducted user research through user interviews, usability testing and competitive analysis.
- Designed updated interface and tested usability of new on-boarding strategies.

2018-10 - 2018-12

UX Designer

General Assembly

- Created mobile applications and responsive websites.
- Conducted and analyzed user interviews and usability testing.
- Design wireframes and create clickable Invision prototypes.
- Developed user flows, sitemaps and research reports.

2014-05 - 2018-06

Associate

Deo Volente Farms

- Produced financial budgets, reports, analyses, and projections on organization for use by CEO, CFO, and Board of Directors.
- Researched and developed analysis and presentations on nationwide equine sales and assets to assist in management decisions internally, for the racing industry, and for presentation to state legislators.
- Coordinated and attended meetings to lobby state legislators on behalf of the state horsemen’s association.

2012-04 - 2013-10

Ad-Traffic Coordinator

Ovation TV

Owned all aspects of linear commercial trafficking as primary log generator. Adhered to client preferences and coordinated with operations, programming, sales when conflicts arose.

Contact Info

City

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Phone

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E-mail

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LinkedIn

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WWW

https://www.sabrinabasu.com/

Skills

Sketch

Invision

Adobe Creative Suite

UX Research

User Interviews

Affinity Mapping

Personas and Journey Mapping

Card Sorting

Usability Testing

Design Research

Rapid Prototyping

Wireframing

Information Architecture

Storytelling and Presentation

Design Thinking

Photography

HTML/CSS

Languages - Conversational in Bengali, Hindi, and Spanish

Education

Rice University - BA in Visual Arts

2018

General Assembly - UX Design Immersive Certificate of Completion