Susmita Rakshit

UX Designer L2 | 3.5 years experience

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SUMMARY

A UX Designer with a product design degree from the National Institute of Fashion Technology, India, and over 3 years of experience in creating exceptional user experiences for diverse clients across industries like pharmaceuticals, telecom and automotive. Adept at collaborating with cross-functional teams through the entire design process, from research to implementation. Proven ability to enhance user engagement and satisfaction through innovative design solutions and standardized interfaces. Successfully led the development of design systems, optimized user experiences across multiple platforms, and contributed to business growth by improving usability and coherence. Skilled in utilizing design thinking, wireframing, and prototyping tools to deliver high-impact, user-centered designs. Currently spearheading UX design initiatives at Wipro, driving impactful design solutions for Philips, BT Group, Novartis, Ameren and Honda.

EDUCATION

Bachelor of Design, National Institute of Fashion Technology | India | CGPA: 9.0 **2018 - 2022**

SKILLS

Design Skills: UX Design, Visual Design, Interaction Design, User Research, Design System, UX Audit, Journey Mapping, Data Visualization, Wireframing, Information Architecture, Prototyping, Heuristic Study, No-code websites

Tools: Figma, Adobe XD, Framer, Webflow, Spline, Blender

EXPERIENCE

UX Designer L2, Wipro | Bengaluru **October 2022 - Present**

- Led end-to-end design for **8+ CLM features (0→1 and iterations) at Philips**, driving delivery from concept to release in agile monthly cycles, improving usability and accelerating feature adoption.
- Designed **AI-powered experiences**, including a conversational search interface (chatbot) and clause redlining tool, improving contract review efficiency and accelerating information discovery.
- Designed **5+ innovative concepts** and detailed interactions for major internal tools of British Telecom, increasing user engagement, enhancing clarity and efficiency through structured stakeholder feedback sessions.
- Led the standardization of interfaces across **3+ internal products** by integrating a new design system in the BT Group, resulting in **improved user consistency and brand alignment**.
- Designed and documented a comprehensive **design system for BT Group**, in alignment with new branding and successfully implementing it across 15+ feature pages, enhancing design consistency and user experience.
- Worked on UX and visual design for **7+ key projects** at Novartis, leveraging user-centric methodologies to achieve user satisfaction.
- Collaborated with developers to implement design solutions for Novartis, establishing a review process that **reduced post-production issues** and cognitive load.
- Utilizing heuristics to convey insights and recommendations to cross-functional teams, with the aim of **enhancing the Honda website's user experience** and, in turn, positively impacting the business objectives.

Product Design Intern, Squareboat Solutions Pvt. Ltd. | Gurugram **January 2022 - April 2022**

- **Created the Float Design System**, resolving **30+ inconsistencies** and aligning it with internal product guidelines, leading to an improvement in design efficiency.
- Designed and executed user journeys, wireframes, and high-fidelity mockups for **2+ client projects and internal web/app products**, by gathering user insights and implementing design solutions.
- Collaborated with developers and QA to implement UI designs that met business and user goals, **reducing post-launch UI issues** and an increase in user satisfaction.

ACHIEVEMENT

Habit Flagbearer Award (4×) **Wipro | 2024 - 2026**

Recognized for excellence in client communication, stakeholder trust-building, and demonstrating ownership during high-impact delivery cycles.

Victory League Award (3×) & Unit Award (Philips) **Wipro | 2024 - 2026**

Awarded for key contributions to multiple CLM releases and sprint deliveries, including successful production go-lives under tight timelines.

Additional Recognition (5+ instances) **Wipro | 2023 - 2026**

Acknowledged by cross-functional leaders for UX design thinking, theming improvements (Lens 2.0), and delivering high-quality outcomes.

INTERESTS

Travelling, Photography, Zumba