



suprabho

DHENKI

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2013-17

**Bachelor of Design,
IIT Guwahati**

CPI 8.69

2001-13

The Air Force School,

Subroto Park, New Delhi

91.6% | 4831 in JEE(Adv)

I am a storyteller and a motion graphic enthusiast. When I combine these two of my interests with my skills like story boarding, 2D animation and video editing I am able to weave together an engaging narrative from scratch.

I am often fascinated by the stories brands are able to build around themselves through brand strategy and brand language. This motivates me to use my skill in visual design and combine it with my ability to collaborate with the stakeholders to bring a brand to life.

Last but not the least, user experiences matter a lot to me. Any product is successful because of its users. And with my knack of user research and my ability to empathise with users enhance my ability to build intuitive Informaiton Architectures, craft pixel perfect UI and garnish them with delightful of micro-animations. My interests in prototyping, front-end development, human psychology and consumer behaviour often proves helpful as well.

Moreover, I am a persistent learner who is always to learn new crafts to master his trade.

Kidzovo

\\FOUNDING DESIGNER | NOV' 22 - PRESENT

Designed an interactive learning app for kids which leverages AI to deliver healthy screentime for kids. Built the brand along with other growth channels.

Merkle Science

\\LEAD PRODUCT DESIGNER | SEP' 21 - OCT' 22

Redesigned existing crypto-forensics tool to work at scale. Redesigned the crypto investigation from scratch while reimaging investigation in newer paradigms of crypto frauds. Buit their VASP Directory Product from scratch over several iterations.

ClearTax

\\PRODUCT DESIGNER | DEC'19 - AUG' 21

Refined the design language for Cleartax GST product. Worked on various tools focused for enterprise usage like E-invoicing, Reports, Reconciliation, E-way bill, User Access Management and Vendor Communication.

1mg

\\INTERACTION & MOTION DESIGNER | JAN'19 - AUG'19

Designing interactions to add delight and drive user retention. Designing the Design Language System and Motion Design guidelines that fits the brands and reinforces the brand archetype.

Microsoft

\\DESIGNER | JUNE'17 - JAN'19

I have worked in two design teams Bing and SharePoint and designed experiences for different devices and platforms.

Winner

ACM CHI '16

STUDENT DESIGN CHALLENGE

Saathi: Making it Easier for Children with Learning Disabilities to understand the Concept of Time

Head, Creatives & Brand Communication, Techniche'16 (The annual Techno-Management Festival of IIT Guwahati)

Student Representative, Department Undergraduate Programme Committee for the Batch of 2017, Department of Design