

Prasasti Aich

Neli Sengupta Sarani, Babupara, Siliguri

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OBJECTIVE

UX Researcher with 1.5 years of experience in the SaaS sector. Blending quantitative data analysis with psychological principles to interpret complex user behaviors and deliver actionable insights. Currently, planning to pursue a master's in **human-computer interaction of immersive experiences (AR/VR)**, focusing on **inclusive design, ethical development and XAI**. My long-term goal is to work as a **Research Scientist or Creative Technologist**, creating novel interactions that are accessible, meaningful, and human-centered.

PROFESSIONAL EXPERIENCE

1. UX Lead, Nuance Collab, Siliguri, India

June 2025 - Present

A design and development agency delivering custom web applications, SaaS solutions, and UX audits for technology clients.

- Co-founded a design and development agency focused on delivering custom SaaS solutions, UX audits, and full-cycle web development for B2B and technology clients.
- Led the end-to-end design for a B2B pharmaceutical distributor's website and contributed to front-end development using Next.js to build a responsive user interface.
- Conceptualized the entire system from scratch, conducting user research and designing the information architecture to manage complex fleet operations.

2. Freelance Lead UX Researcher, Nevis Infosystems, Pune, India

Feb 2025 - Present

A technology and design consultancy partnering with startups and enterprises to build scalable solutions using generative AI.

Project- Catering Management System

- Translated user research findings into data-driven design improvements, resulting in a 34% increase in user retention and a significant reduction in customer support tickets.
- Led and mentored an intern through the end-to-end design process, fostering skill development and ensuring high-quality project delivery.
- Guided a comprehensive user research initiative targeting caterers to uncover critical pain points and workflow inefficiencies within the existing system.
- Architected and implemented a scalable design system from scratch, establishing a unified visual language to improve UI consistency and development efficiency.

3. Graduate Engineering Trainee, Smiths Detection Systems Private Limited, New Delhi, India

Feb 2024 - Aug 2024

A global leader developing innovative threat detection and screening solutions for security applications worldwide.

- Led the UX research and design for the Vtrac dashboard, a specialized virtual training platform tailored for airport officials, creating wireframes and prototypes for a highly niche user base.
- Contributed to the front-end development of the dashboard by assisting the engineering team with the implementation of UI components using Angular.
- Developed and maintained data visualizations using Power BI and Excel to track user engagement and the effectiveness of training modules on the platform.

4. UI/UX Intern, Codemarks Enterprises Private Limited, Bangalore, India

Aug 2023 - Dec 2023

A technology solutions provider for growing businesses, operating as part of a multi-venture enterprise group.

- Actively contributed to the design lifecycle of key projects, creating UI mockups and iterating on designs based on direct user feedback and usability testing results.
- Demonstrated leadership by managing and mentoring a team of marketing interns, successfully guiding project execution and ensuring all deadlines were met.
- Enhanced team collaboration by designing and implementing structured project documentation pages in Notion, creating a centralized resource for project assets and updates.

5. HR Intern, Arbunize Digital Media Private Limited, Ghaziabad, India

Aug 2023 - Dec 2023

A consultancy providing human capital strategies and end-to-end digital solutions, including UI/UX design and development.

- Collaborated with the marketing and design teams to create and curate engaging social media content for the company's digital platforms.
- Exhibited initiative and a passion for technology by actively participating in the ALT+F Hackathon, contributing to a team-based problem-solving project.

EDUCATION

Bachelor of Technology in Computer Science and Engineering
Sikkim Manipal Institute of Technology, Majhitar, India

Oct 2020 - Aug 2024

PROJECTS

Title: Catering Management System, Nevis Infosystems

Feb 2025 – Sep 2025

Team Size: 3

Role: Lead UX Researcher

Summary/Description:

- Drove a **34% increase in user retention** and reduced support tickets through a data-driven redesign.
- Built a **scalable design system** from scratch to unify the product's UI and boost developer efficiency.
- Led and mentored a design intern through the end-to-end project lifecycle.

Title: Redesign of VTrac, Smiths Detection Systems Private Limited

Feb 2024 – Aug 2024

Team Size: 3

Role: Graduate Engineering Trainee

Summary/Description:

- **Drove** the end-to-end UX research and design for 'Vtrac,' a virtual training platform for airport security officials.
- **Engineered** an end-to-end analytics workflow: cleaned raw data, conducted quantitative analysis, and presented Power BI/Excel dashboards to secure stakeholder approval for improvements.
- **Collaborated** with engineers to translate designs into functional front-end components using Angular, accelerating UI implementation.

TECHNICAL SKILLS

Design & Prototyping: Figma (Advanced), Miro (Proficient).

Front-End Development: HTML (Advanced), CSS (Advanced), JavaScript (Proficient), Angular (Proficient), Tailwind CSS (Proficient), [Next.js](#) (Proficient)

Data Analysis & Visualization: Power BI (Proficient), Microsoft Excel (Proficient).

Project Management & Collaboration: Jira (Proficient), Notion (Proficient)

RESEARCH/PUBLICATIONS

- [1] Prasasti Aich, "Harnessing Emotional Design Through Olfactory Interaction for Mental Well-Being and Memory Preservation," in *HCI International 2025 Posters*, Washington DC, USA, 2025, pp. 3-11. doi: 10.1007/978-3-031-94162-7_1.

ACHIEVEMENTS/CO-CURRICULAR/EXTRACURRICULAR

- **Academic Reviewer**, ACM SIGCHI Conference on Computer-Supported Cooperative Work (CSCW) 2025.
- **Academic Reviewer**, IEEE Visualization Conference (VIS) 2025.
- **Academic Reviewer**, Conference on Human-Agent Interaction (HAI) 2025.
- **Poster Presenter**, "Harnessing Emotional Design Through Olfactory Interaction for Mental Well-Being and Memory Preservation," *Conference on Human Computer Interaction International; (HCII) 2025*.
- **Workshop Organiser**, "Cognitive Bias in AI Recommendations: Understanding and Mitigating Human-AI Decision-Making Errors," *Conference on Human-Agent Interaction (HAI) 2025*.
- **Winner, ALT+F Hackathon 2021:** As a member of a winning team in a hackathon, contributed to the development of HRooze, a comprehensive platform designed to provide performance insights and analytics for employees. Collaborated closely with HR professionals and identified key features and requirements to create a robust solution tailored to meet organisational needs, Sep 2021.
- **Volunteer Graphic Designer** ISKCON, Pune Feb 2024 - Feb 2025.
Designed a series of **engaging digital posters** for over 5 major cultural events and festivals, creating a consistent and attractive visual identity for promotions. Managed **digital outreach initiatives**, including email marketing campaigns to a community of 100+ members to drive event registration and attendance.

LANGUAGES KNOWN

- English (Proficient), Hindi (Proficient), and Bengali (Proficient).