

Shreyankana Deept

UX Research | UX Design | Service Design

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Summary

Strategic UX Researcher, UX Designer and Service Designer with 7+ years of experience delivering enterprise platforms, B2B tools and service ecosystems across finance, aviation, retail and government sectors. Proven expertise in combining user research, service design and systems thinking to craft scalable, user-centered solutions. Skilled in leading end-to-end product design, from discovery and journey mapping to prototyping and service blueprinting. Recognised with 10+ awards at TCS for driving innovation, strategic impact, and business growth through design. Adept at aligning stakeholder needs with user goals to solve real problems at scale.

Work Experience

TCS Interactive, Tata Consultancy Services

Senior User Experience Designer Aug 2019 - Present | Hyderabad, India

- Led UX design for 8 national and international projects, crafting user experience strategies for digital platforms.
- Spearheaded the design of a mobile app and website for a global public sector client, achieving 75K+ downloads (4.7 rating) and 1.75Cr annual page hits with a 2 min average session duration.
- Accomplished design transformation for an international B2B e-commerce website, boosting sessions by 59%, online order volume by 11% and revenue by 24%.
- Played a key role in revamping the India’s largest digital banking ecosystem, contributing to the launch of a modern, secure, and user-centric platform serving 400M+ users across mobile, tablet, and web.
- Contributed to new business acquisition (worth over ₹500Cr) through design-led strategy and storytelling in decks.

IFB Industries Ltd.

Design Strategy Consultant | Graduation Project Jun 2018 - Feb 2019 | Bangalore, India

- Surveyed 700+ users and conducted 20 in-depth sessions to understand existing users and their buying behaviour.
- Used 6 research methods to demystify and validate user buying journey and brand perception.
- Designed a framework to enhance the value perception of IFB.

Industrial Design Centre (IDC), IIT Bombay

Design Strategy Intern Jun 2017 - Jul 2017 | Mumbai, India

- Target Market Research and Market Strategy creation for Solar Oven as a Household Product.
- Solar oven won the Gandhian Young Technological Innovation (GYTI) Award, in 2018.
- Created content for Open Design School to spread design awareness among aspiring students.

Future Retail Ltd.

Experience Designer Jul 2015 - Jul 2016 | Mumbai, India

- Revamped in-store communication, planograms, and consumer flow for 250+ pan-India Big Bazaar stores.
- Created a Visual Merchandising Handbook for 100+ FBB stores in India.

+3 Internships that shaped my professional skills and gave me hands-on market experience early on.

Education

Lucerne University of Applied Sciences and Arts

Design Management, Exchange Semester Sept 2017 - Feb 2018 | Lucerne, Switzerland

National Institute of Design

Strategic Design Management, M.Des Jul 2016 - Jul 2019 | Gandhinagar, India

National Institute of Fashion Technology

Fashion Communication, B.Des Aug 2011 - May 2015 | Kangra, India

Skills

Research: Research Planning & Strategy, User Interviews (Remote & In-Person), Moderating Research Sessions & Workshops, Usability Testing (including Cognitive Walkthroughs), Qualitative & Quantitative Data Analysis, Affinity Mapping & Thematic Analysis, Survey Design & Analysis, User Needs & Behaviour Analysis

Design: Wireframing & Interactive Prototyping, User Journey Mapping, Persona Development, Information Architecture (IA), Task Flows & User Flows, Card Sorting & Tree Testing, Visual Design, Responsive & Mobile-First Design, Accessibility Considerations, Systems Thinking, Service Blueprints, Ecosystem Mapping, Stakeholder Mapping, End-to-End Experience Mapping, Touchpoint Analysis, Cross-channel Experience Design

Softwares: Figma, Adobe XD, Sketch, Miro, Mural, Lookback, Adobe Illustrator

Recognitions

- Contextual Master Award & Innovation Pride Award** in 2025, **Star of the Month Award** (2 times) **+8 more** awards by Tata Consultancy Services
- Placements and Alumni Coordinator** at National Institute of Design in 2017
- Bright Spark Award** in 2016 by Future Retail Ltd.
- Most Innovative Communication Design Award** in 2015 by National Institute of Fashion Technology, Kangra