

Avirup Basu

Sr Experience Designer, Adobe

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WORK EXPERIENCE

Sr Experience Designer, Adobe

Jan 2022 to present

Currently working fo Illustrator desktop, generative AI and core-tooling charter.

Leading design experiences for multi-image editing workflows (Mix and collage) on Photoshop Express mobile.

Experience Designer 2, Adobe

Oct 2018 to Jan 2022

Building Adobe Fresco, the new drawing and painting app & scaling it across multiple device platforms.

Collaborating with machine learning team to explore emerging technologies and creating new design paradigms.

Sr Designer, Roundglass

April 2016-Oct 2018

Developing “Blossom” a paediatric care solution that builds an ecosystem including stakeholders-doctors, teachers, parents and councillors ensuring wholistic growth of the child.

Designer, Zomato

Oct 2015 - April 2016

Crafting unique product storytelling for the food tech startup. Designing new features and building on the brand’s visual language.

UX Designer, Samsung Electronics

August 2014 - October 2015

Designing the solution, from research to the experience & helping integrate tactile digital products with online solutions. The project itself had a successful pilot endeavour in hospitals in korea, leading the team to land successful patents

Art Director, Fisheye Creative Solutions

June 2013 - July 2014

Building communication strategies and designs, films for FMCG brands .

UX Designer, Infosys

June 2012-July 2013

Working with business teams to design POC banking solutions for Bank of America, and Pfizer pharmaceuticals.

EDUCATION

Graduation in Visual Communication from National Institute of Design, Ahmedabad 2007-12

Don Bosco School Park Circus, Kolkata.

AWARDS & RECOGNITION

Awarded co-inventor of two patents, for context aware chat management feature for VOPD & drawing wellness for creatives: Adobe fresco.

Collaborated with illustrators for the “Indianama” art project 2017 curated by animal, and displayed at the london design festival .

Nominated at the kyoorius ad fest for the music video for beverage brand “Paper boat”

Published in independent graphic novel anthology “Longform” from harper collins india as a contributing storyteller & illustrator .

Moderated the first learning labs focusing on equity and diversity in workplaces for the Adobe Design global org, in collaboration with Project VOYCE.

Curated the first make-it-in-mobile event for south asian visual artists in collaboration with Apple inc & Adobe.