

# Avirup Basu

Experience Designer, Adobe

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<https://www.avirupbasuwork.com/>



## Work Experience

### Sr Experience Designer, Adobe

October, 2018 to present

Designing for Adobe Fresco, the new drawing app across multiple platforms from the drawing and painting team at Adobe.

Collaborating with the machine learning team to explore emerging technologies and creating new drawing paradigms

### Senior Designer, Roundglass

April 2016- Oct 2018

Building design systems for digital solutions with coherent user experience, across the many healthcare verticals at RoundGlass.

Developing a pediatric care solution " Blossom " that builds an ecosystem including stakeholders - doctors, teachers, parents, and blossom counsellors ensuring wholistic growth of the child.

### Designer, Zomato

October 2015- April 2016

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

### UX Designer, Samsung Design Delhi

August 2014 - October 2015

Co-designing a remote doctor-patient healthcare interaction solution (VOPD) from the Enterprise Solutions team of Samsung, India.

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 and led the team to get 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- June 2013

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

## Education

NID, Ahmedabad 2007-2012 -Visual Communication  
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

Designed music video for beverage brand “**Paper boat**” which was nominated at the Kyoorius Ad fest

Published in Indie 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.

Leading the first Make-it-in-Mobile event for South Asian visual artists in collaboration with Apple & Adobe.

Featured in the Upcoming illustrator section on the April edition of Pool Magazine, 2012.

Contributing artist to the Xd ideas.com, the content platform from Adobe hosting discussions on all things design.

Adobe Fresco featured in Fast Company as the 25 best new apps of 2019.