

Soumya Batra

Experience Designer

🌐 www.soumyaa.com

🌐 [Soumya-Batra](#)

✉ sbatra2@ncsu.edu

☎ 309-660-0037

Education

- **North Carolina State University** *Aug, 2022-May, 2025*
Master in Graphic and Experience Design
Focus: *Future of Interface Design, UX Design, Design Research Methods and frameworks, Design for Publishing, Typography.*
- **National Institute of Fashion Technology** *Aug, 2016-June, 2020*
Bachelors in Design
Focus: *Textile Design, Fundamentals of Design, Design principles.*

Professional Experience

- **Graduate Teaching Assistant** *Aug, 2023-Current*
North Carolina State University
 - **Semester 1:** I collaborated with three professors to deliver transformative design thinking methodologies to 250 students, leading immersive sessions for a focused group of 30. I facilitated dynamic discussions, led feedback sessions, hands-on activities, and provided insightful guidance on design principles, fostering impactful learning experiences.
 - **Semester 2 (Ongoing):** I facilitate typography for 10 senior students, delivering comprehensive InDesign tutorials, and leading discussions on typography rules, grid systems, and visual cohesion across platforms like publications, apps, and web design. My aim is to equip students with advanced typographic skills for enhanced visual communication.

Impact: During semester 1, I significantly clarified design methodology concepts, leading to a noticeable shift in students' approach and design strategies demonstrated throughout the course. Presently, I am observing a tangible increase in students' acceptance and comfort with typography rules, with a growing number of students embracing InDesign software.
- **Junior Graphic Designer** *Jan 2022- July 2022*
Simplified.co, VelleStudio
 - **Partnered with international teams to craft a diverse array of visual assets**, including illustrated sticker packs across various themes, as well as static and video visual templates for integration into the Web app's component library.
 - Demonstrated proficiency in leveraging their app for component design, resulting in the creation of visually captivating assets to enhance user engagement.

Impact: Achieved a notable impact during my tenure, notably contributing to a substantial increase of approximately 60% in the size of the company's component library.
- **Associate Designer** *Sept, 2020- Sept 2021*
Tiber Taber Fashion Pvt. Ltd.
 - Wearing multiple hats for the startup, I **spearheaded the end-to-end production** and manufacturing processes for garment production, encompassing ideation, design conceptualization, raw material sourcing, and production management.
 - **Orchestrated both in-house and outdoor creative photoshoots**, overseeing model and product photography as well as video production for social media content.
 - **Led multiple training workshops** for 30 artisans and interns, covering diverse topics such as design principles, market research, and productivity methodologies including Kaizen, 5s system, and Pomodoro technique to optimize workflow efficiency.
 - **Directed the overhaul of marketing strategies**, executing a comprehensive rebranding initiative that included redesigning the logo, refining social media and website language and aesthetics, and introducing a brand mascot.

- **Redesigned product packaging** (labels, tags, paper packaging, brand stickers, and shipping packaging) with sustainable materials and managed the sourcing and production processes for updated packaging materials.

Impact: Achieved remarkable results during my tenure, including an outstanding 82% surge in website footfall and engagement. Additionally, successfully propelled Instagram followers from 11k to an impressive 25k, demonstrating a substantial increase in brand visibility and audience engagement. Notably, sales experienced a significant spike of 80%, underscoring the effectiveness of strategic initiatives implemented during my tenure.

Relevant Projects

- **Visualising Climate Change Risk** *Aug 2023-Nov, 2023*
Durham Museum of Life Sciences

Utilized Figma, Adobe Illustrator, and Adobe After Effects to visualize climate change risk by crafting high-fidelity prototypes of interactive displays and responsive 3D environments in a science museum context. This collaborative project aimed to pioneer innovative approaches in communicating future climate change scenarios, fostering impactful engagement and raising awareness of environmental challenges.

- **Systems Visualisation** *Jan 2023-April, 2023*
SAS Analytics Solutions

Utilized UX research and design principles to visualize the intricate supply chain and distribution system of DECA Foods, a hypothetical multinational food distribution company. This collaborative project, sponsored by SAS, addressed challenges related to food distribution and waste management. Our intuitive and efficient interface design facilitated effective navigation and optimization within the complex supply chain, leading to enhanced operational efficiency and reduced waste.

Skills

- **Tools:** *Adobe Illustrator, Adobe Photoshop, Adobe Aftereffects, Adobe InDesign, Adobe XD, Figma, Miro, Slack, Notion, Microsoft office Suite*
- **Methods:** *UX Design, Design Thinking, Design Systems, Prototyping, Usability Testing, Wireframing, Data Visualisation, User Research, System Design*

Ask me about

- *My former experience as a Textile designer, my love for crocheting, the 300-something books I have read so far, and homemade sushi.*