

SPOORTHY ROY

UX/UI DESIGNER

EXPERIENCE

Advisor | Royal Bank of Canada Insurance (RBCI)

DECEMBER 2020 – MAY 2021, TORONTO, CANADA

- Advocated and sold home and auto insurance to customers
- Met sales and quality measures on a monthly, quarterly, and annual basis

Analyst | Germane Analytics

APRIL 2018 – SEPTEMBER 2019, BANGALORE, INDIA

- Developed various Dashboards, Storyboards and Reports to provide for better decision-making capabilities
- Generated ad-hoc reports, drill-down reports, drill-through reports and parameterized reports

Consultant – Sales & Services | MIDC

SEPTEMBER 2017 – MARCH 2018, BANGALORE, INDIA

- Monitored business development activities like proposal drafting, email and tele-marketing, and external sales presentations
- Headed a sales team in reaching out to outstation/international markets and devised promotions to drive revenue

Business Analyst | Excellence4U

JUNE 2016 – MARCH 2017, BANGALORE, INDIA

- Identified target market of prospective clients by performing market research
- Advised primary research teams with secondary research and data analysis

Deputy Manager | Kotak Mahindra Bank

MAY 2015 – APRIL 2016, BANGALORE, INDIA

- Analyzed market trends and advised customers on investment and credit banking solutions
- Created positive experiences and acquired High-net-worth Individuals (HNI) worth 200K dollars in a short span of six months

PROJECTS

Capstone – Wedding wire | UX Designer

JULY 2021 – SEPTEMBER 2021, TORONTO, CANADA

- Planned, researched and designed a mobile interaction for a wedding planning app
- Tools used – Figma, Invision, POP App

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[spoorthyroy.com](https://www.spoorthyroy.com)

SKILLS

Figma, Invision, Sketch, Tableau, Agile Methodologies, POP App, Adobe Create Suite

PROFILE

I'm a passionate UX designer specializing in user research, journey mapping, market research and prototyping, with a focus on UX design.

I design intuitive experiences for all types of people. I love what I do. UX design allows me to not only meet the ideal experience needs of others, but also express my own creativity. I stay curious and expand my knowledge every day, striving to design for the future.

EDUCATION

BrainStation, Toronto, ON
JULY 2021 – OCTOBER 2021
Diploma Candidate, User Experience Design

T.A.Pai Management Institute, Udupi, India
JUNE 2013 – MAY 2013
Master of Business Administration (MBA)