

Souparna Roy

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Professional Summary

Product and XR Designer with 4+ years of experience spanning software engineering and user-centered design. Specialized in designing data-driven platforms, AI-enabled workflows, and immersive XR experiences for enterprise and industrial applications.

Impact Highlights: Improved enterprise operational efficiency by up to 45% through data platform design • Reduced UI creation effort by 35% using reusable XR design patterns • Delivered AI-assisted BRDs, prototypes, and design solutions across multiple industries.

Experience

KPMG India

User Experience Designer

Bengaluru, India

Sept 2025 – Present

- Designed an analytics platform improving supply-demand planning and increasing operational efficiency by up to 45% across business units for a major FMCG enterprise.
- Designed an AI-powered collaborative workspace integrating chat, model development, and file management into a unified enterprise workflow.
- Applied AI-assisted workflows to accelerate creation of BRDs, design proposals, and interactive prototypes across industries and regional markets.

Siemens Technology

Technical Intern – UX/XR Designer

Bangalore, India

Jan 2025 – Present

- Designed XR systems for industrial metaverse and digital twin applications.
- Improved UI creation efficiency by 35% through reusable interaction patterns and modular XR interface components.
- Prototyped immersive experiences using Unity and C#.

TCS Interactive

XR Designer Intern

Remote, India

May 2024 – June 2024

- Developed a gamified VR therapy application for contamination-type OCD using ERP therapy principles.
- Designed UX/UI components reducing onboarding time by 25%.

Oracle Health

Software Engineer 1

Kolkata, India

Aug 2020 – Aug 2023

- Developed hospital extract reports using PL/SQL, reducing report generation time by 30%.
- Redesigned internal tools improving usability and operational efficiency across teams.

Cerner Corporation

Software Intern

Bangalore, India

Jan 2020 – July 2020

- Supported enterprise healthcare solution development and workflow optimization.

Education

Indian Institute of Technology Jodhpur

Master of Design in XR Design (CGPA: 9.20/10.0)

Jodhpur, India

2023 – 2025

Techno India Saltlake (MAKAUT)

B.Tech in Information Technology (CGPA: 8.58/10.0)

Kolkata, India

2016 – 2020

Projects

XR Design System for Industrial Metaverse | Unity, C#, XR Interaction Toolkit

- Designed and implemented a scalable XR design system enabling faster prototyping and consistent enterprise UX.
- Authored documentation covering reusable prefabs and interaction logic.

Design & Technical Expertise

Design & XR: Design Systems, Enterprise UX, Figma, Adobe Suite, Blender, ShapesXR, Unity 3D, XR Interaction Toolkit, ARCore, ARKit

Web & Programming: React, JavaScript, HTML5, CSS3, Node.js, MySQL, C#, C++

Methods: Agile, Scrum, Design Thinking, User Research, Usability Testing, Prototyping

Soft Skills: Problem Solving, Collaboration, Project Management

Certifications and Achievements

Participatory Advertisement Installation — Illuminated Narrative Interactive Toy - No. 454479-001, Class 21-01	2025
INAE Pre-Conclave IIT KGP — 3rd Prize	2019
Introduction to AR/VR/MR/XR Technologies	2023
Google UX Design Professional Certificate	2022