



# Aninda Basu

Founder & Principal UX/UI Designer  
C-Senses, Bangalore

anindabasu@gmail.com

+91 9886677363

**Bringing bold ideas to life through digital products and  
user experiences that deliver impact for startups and  
enterprises alike.**

Solving for digital enterprise experiences that are tailored and  
drive measurable results



## Aninda Basu

UX/UI

Owner & Principal UX/UI Designer at C-Senses with 20+ years of experience designing digital products across industries including logistics & cargo, travel & tourism, fintech, aerospace, medical & insurance, maritime & trade, music & entertainment, digital platforms, and AI-powered sales tools.

Through C-Senses, my boutique design studio, I have led end-to-end design for global clients while collaborating closely with cross-functional teams—including product managers, engineers, business stakeholders, and users. A career highlight includes leading UX/UI design for a large-scale UK based project optimizing port operations and logistics.

I specialize in translating complex systems into intuitive, user-friendly experiences through research, interaction design, information architecture, and visual design. I excel at solving design challenges, aligning user needs with business goals, and working alongside diverse teams to deliver impactful digital products.

<https://www.linkedin.com/in/anindabasu>

For over two decades, I have worked with brands across continents and industries to bring clarity to complexity, beauty to function, and emotion to technology.

### User Research

Use various methods to identify problems and opportunities, and define crucial information.

- Requirement Gathering
- User Interview
- User Personas

### Experience Design

Building a seamless user experience born of connected interactions between interface and a person.

- User Experience Design
- Interaction Design
- User Interface Design

### Design Strategy

Collaborate with stakeholders to create design strategies that solve future problems today.

- Industry & Market Trends
- Branding & Guidelines
- Road Mapping

### Prototyping & Build

Use prototypes to test concepts and implement solutions.

- Rapid Prototyping
- Web / Mob / App Design
- A/B Testing & Review



## Aninda Basu

UX/UI

### Skills & Expertise:

#### User Experience & Interface Design:

- Requirement Capture
- Persona Definition
- User Interviews
- User Flows & Journey Mapping
- Interaction Design
- Navigation Architecture
- Wireframing
- Visual & UI Design
- Brand Design

#### Core Strengths:

- Stakeholder Workshops & Facilitation
- Cross-functional Team Collaboration
- Design Thinking & Problem Solving
- Client Communication & Alignment
- Project Planning & Roadmapping
- Leadership & Decision-Making
- Analytical & Strategic Thinking

#### Tools & Platforms:

- Figma
- Photoshop
- Adobe XD
- Illustrator
- Miro/Jira
- HTML/CSS/jQuery
- PHP/MYSQL/WordPress

# Design Philosophy

Building a seamless user experience born of connected interactions between users and an object, interface and a person.

Start my process by understanding user needs, document them, then determine the nature of the problem, unfold possibilities and visualise potential solutions, and test the solution on users to evaluate and iterate.

1

## UNDERSTAND EMPATHIZE WITH THE USER

Know the user we are designing for and understand their needs better.

2

## SYNTHESIZE DEFINE THE PROBLEM

Decide on who we want to design for and what we want to help them do.

3

## REFRAME IDEATE SOLUTIONS

Ideate different solutions which are useful to the user. Create user-flows and interactive mock-ups.

4

## TEST IMPLEMENT AND TEST

Take our solutions to our audience and get their feedback. Iterate on the solution.



Aninda Basu

UX/UI

Industries:

- Travel & Tourism
- Fintech
- Logistics & Cargo
- Music & Entertainment
- Aerospace
- Medical & Insurance
- Digital Platforms & Communities
- Maritime & Trade
- Sales & Revenue AI.
- IT/IoT/Consulting/Staffing/Networking
- Food & Restaurants
- Sports
- Education

## Few Companies I Have Worked With





Aninda Basu  
UX/UI

Showcase

Web Applications

Mobile Applications

Websites

UAV Management System

Experience Design for a industrial UAV manufacturer

UK based industrial drone manufacturer, who provides **Build - Maintain - Integrate - Operate** solutions to its clients. The purpose of the portal would be to give its users and clients the ability to manage fleet of UAV's. From registering a new UAV into the system, to schedule maintenance, to do repairs, to create flight plans, do pre-flight checks, to real time monitoring of the flight & payload data.

- UAV Management

Payload Management

Flight Management

Messaging & Notification

Support & Maintenance

Account & Settings
- Task Management

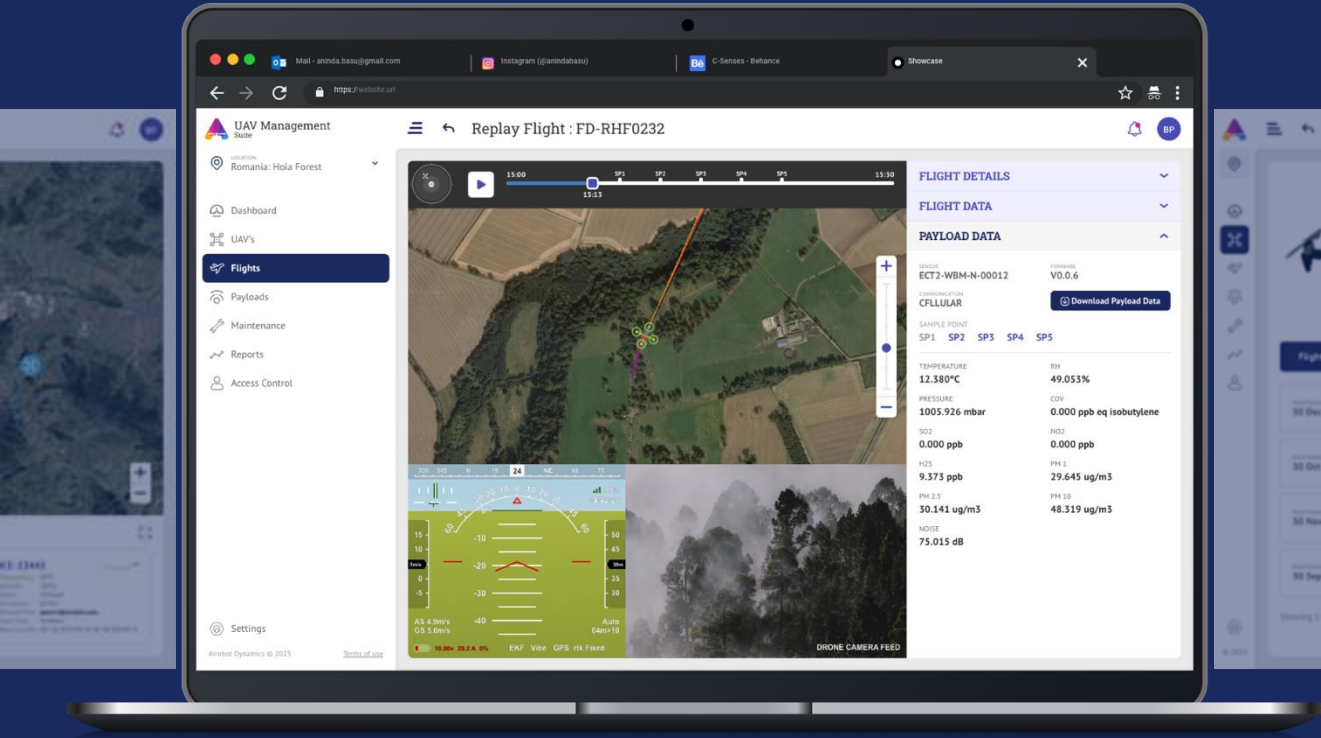
Location Management

Legal & Compliance

Analytics Modules

Users & Roles Management

Client Management



DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Future Roadmap
- Define Customer Stages
- Target Audience & Analytics

REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

DESIGN

- Product Branding
- Final Interactive Design Prototype
- Specification Documents
- HTML Templates
- Review & Test



Aninda Basu

UX/UI

## Showcase

Web Applications

Mobile Applications

Websites

# Hospital & Insurance Management System

Enterprise product design for a US hospital chain

US based hospital chain needed a Hospital Management system along with extended capabilities to manage Insurance Submission, Claims, Reconciliations.

Patient Management

Users & Roles Management

Doctor Management

Analytics Modules

Task & Scheduling

Messaging & Notifications

Facility Management

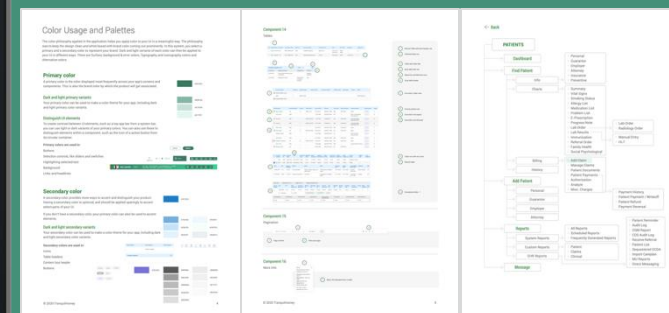
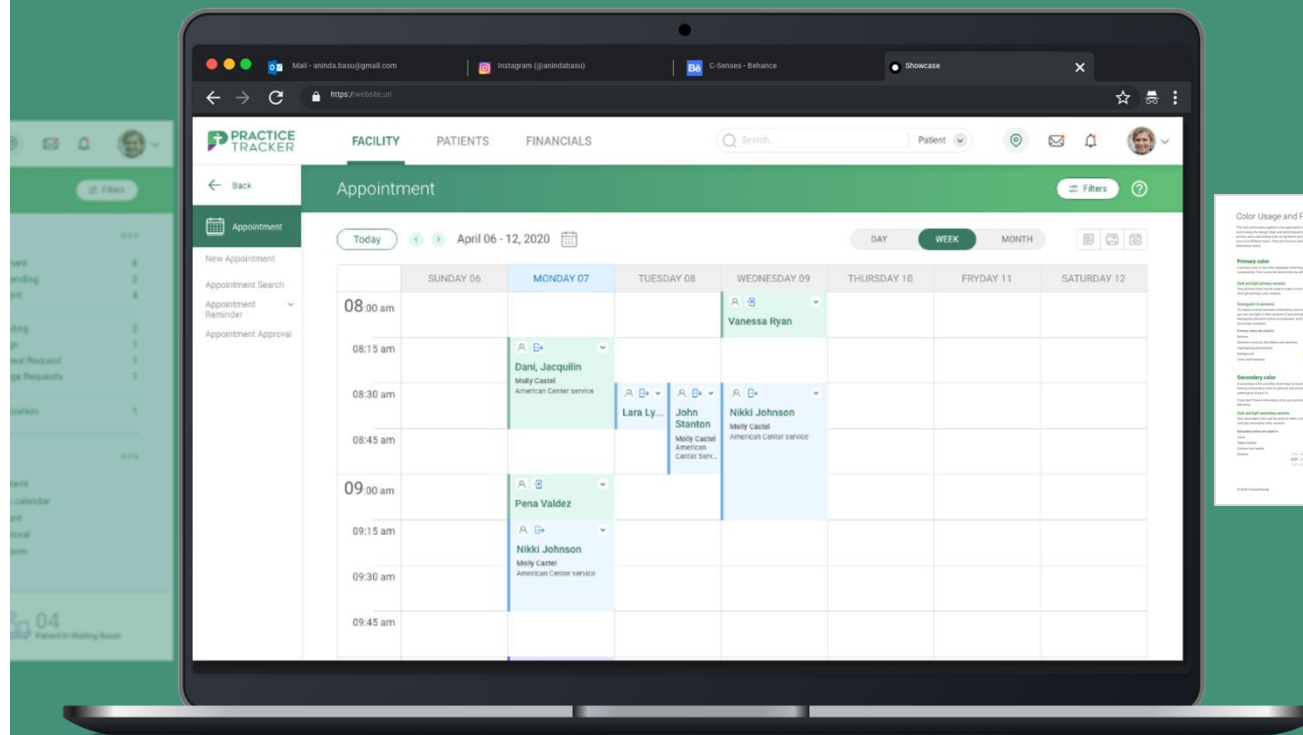
Account & Settings

Insurance Management

Room & Job Allocation

Legal & Compliance

Inventory Management



### DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

### SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Define Customer Stages
- Target Audience & Analytics
- Define Pinpoints & Frictions

### REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

### DESIGN

- Product Branding
- Final Interactive Design Prototype
- Specification Documents
- HTML Templates
- Review & Test



Aninda Basu

UX/UI

Showcase

Web Applications

Mobile Applications

Websites

Customs Declaration Application

User experience designed for UK & European ports

Our Customs Declaration App streamlines and simplifies complex customs filing at UK / EU Ports. Our design solution resulted in one single app that not only saves the customer time, but more importantly, the pain of logging into multiple websites to file details.

Hull to Zeebrugge >

WayBill No: HZ00008721

Unit: Lorry, ABTEST001

Length: 8 meter

Travel Date: 12 Mar 2021, 13:00 Hrs

Load: Laden

Weight: 400 KGs

DECLARATION

EDIT

CANCEL

CONSIGNMENT 001

SHIPMENT ID

PONF HZ0094817 001

Complete, Submitted

CONSIGNMENT 001

SHIPMENT ID

PONF HZ0094817 001

Incomplete, Not Submitted

Declaration

Shipper

Recipient

Goods Items

DECLARATION TYPE \*

CUSTOMS STATUS \*

UK EXPORT DOCUMENT TYPE

Select Declaration Type

Select Status

Select Document Type

DUOCR

IMPORT DOCUMENT REFERENCE \*

TRANSIT DOCUMENT REFERENCE

Enter DUOCR

Enter Import Document Reference

Enter Transit Document Reference

DESTINATION CUSTOMS OFFICE

SEAL NUMBER

Enter Office Code

Enter Seal number

SAVE FOR LATER

SUBMIT

ADD CONSIGNMENT

CHALLENGES

- Capture customs declarations for varying type of goods, vehicles, country specific declaration requirements, import, export or transiting goods and so on adding to the complexity.
- To find out what we were trying to achieve is even feasible and if the data can flow seamlessly between multiple application and authorities.

SOLUTION

- Instead of logging into multiple apps to file the customs declaration, the customer should log into a single App and complete the process to save time.
- Once the booking is done, the customer can go the customs declaration forms seamlessly. Instead of logging into multiple apps to file the customs declaration, customers can now log into a single App and complete the process to save time.
- The form interfaces are designed to capture information easily, providing help, avoiding repetition. Only relevant fields are shown to the customer because of the intelligence built into the UX, thus reducing complexity and time taken.
- Success! we were able to reduced the entire declaration process from 13 to 8 step only
- Reduced 5 Screen declaration process to just 1 screen. Giving the users one easy view & summary.

DISCOVERY

- Each Country's Customs Policy
- Initial Concept Design
- Technology Constraints (if any)
- Workflow & Process

SYNTHESIZE

- User Interviews
- Risks, Assumptions, Dependencies
- Define Customer Stages
- Define Pinpoints & Frictions

REFRAME

- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

DESIGN

- Final Interactive Design Prototype
- Specification Documents
- HTML Templates
- Review & Test



Aninda Basu

UX/UI

## Showcase

Web Applications

Mobile Applications

Websites

# Exam Management System

Experience Design For Indian Education Exam Conducting Organization

Based in India, the client is a global leader in assessment solutions helping educational institutions, Govt, or Corporate bodies conduct online exams. It simplifies activities like defining exam patterns with question banks, defining exam timer, objective/subjective question sections, conducting exams using the computer or mobile devices.

The client team realized that they needed to offer new features, improve efficiencies and effectiveness in their online exam management system, besides the look and feel, to retain the market leadership they had.

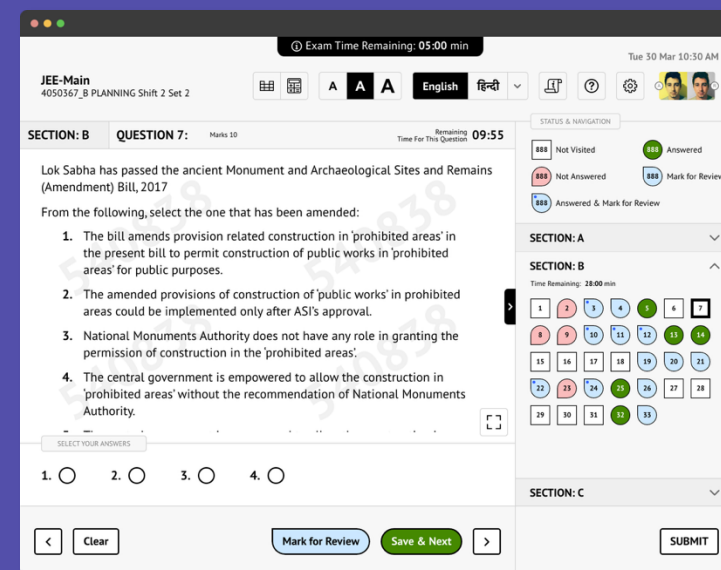
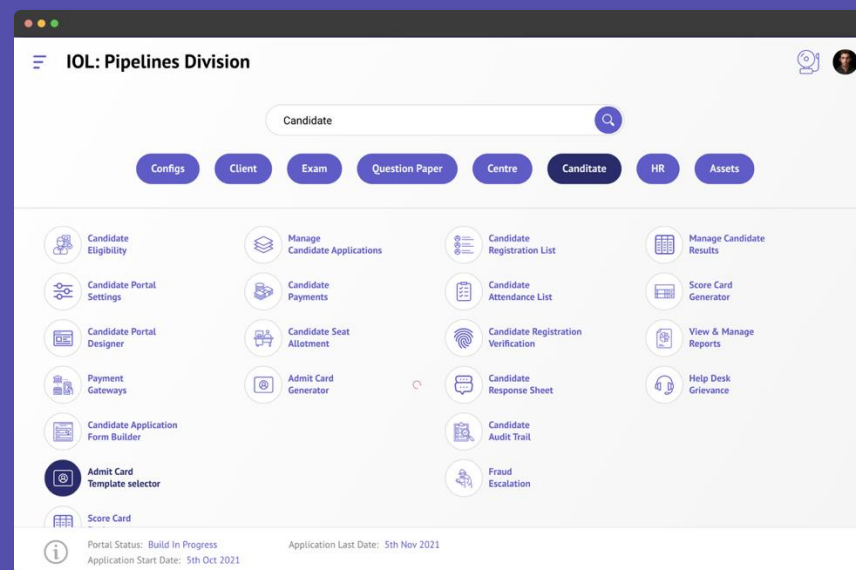
Working on the system involved dealing with extreme design complexity, however, we focused on keeping the interface user-friendly and self-explanatory so that it does not require any training to Students or Teachers who are going to conduct the exam.

60+ Modules

800+ Major Screens

6 Months

3 People UX/UI Team



### DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

### SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Security & Compartmentalised Info
- Define Customer Stages
- Target Audience & Analytics

### REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

### DESIGN

- Unified Design Library/System
- Final Interactive Design Prototype
- Specification Documents
- HTML Templates
- Review & Test





Aninda Basu

UX/UI

## Showcase

Web Applications

Mobile Applications

Websites

# Drag & Drop Form Builder

Built Code less drag & drop multilingual form builder.

Visual Canvas

Fields List

Property Editor

Validation Editor

Components List

Responsive Preview

Multilingual

Multistep Form



**Aninda Basu**

UX/UI

## Showcase

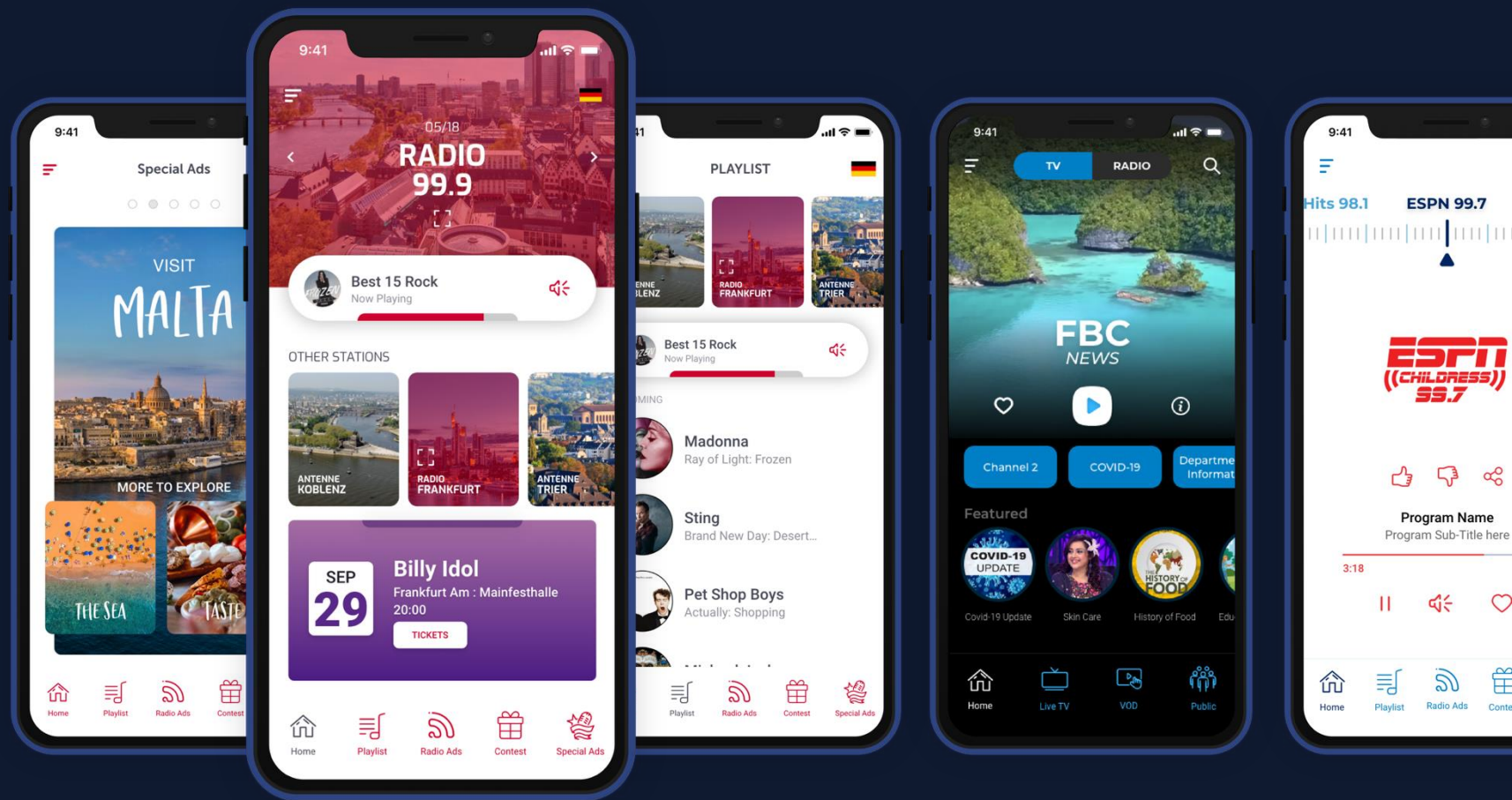
Web Applications

Mobile Applications

Websites

# Mobile App Design For Various Radio & TV Stations

UX/UI for various Radio & TV Stations around the world



Now Playing  
Playlist & Schedules

Surveys  
Contests

Advertisements  
Special Ads

Song Requests  
Station Selection

Favourites  
Account & Subscriptions



Aninda Basu

UX/UI

## Showcase

Web Applications

Mobile Applications

Websites

# Freight Ferry Service Mobile Booking App

A ticket booking app for a UK based ferry company for its freight customers. Along with the ability to enter customs declarations easily making logistics very smooth and easy (Import/Export/Transit Goods).

Book Tickets

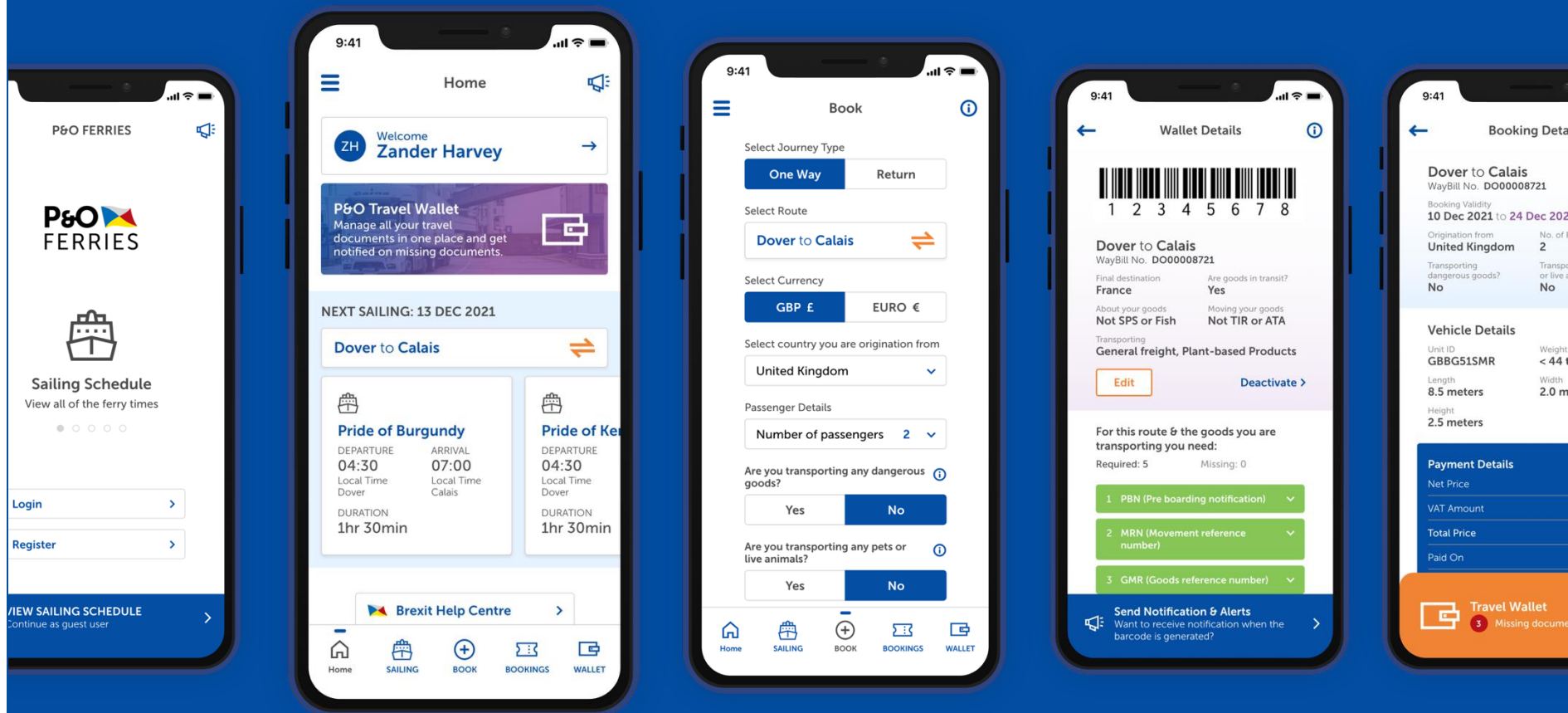
Goods & Vehicle Info

Select Route

Fill Customs Details

Select Sailing

Payment & Add-Ons



### DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

### SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Security & Compartmentalised Info
- Define Customer Stages
- Target Audience & Analytics

### REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

### DESIGN

- Unified Design Library/System
- Final Interactive Design Prototype
- Specification Documents
- Review & Test



Aninda Basu

UX/UI

## Showcase

Web Applications

Mobile Applications

Websites

# Tourist Ferry Service Mobile Booking App

Ticket booking app for a UK based ferry company for its tourist customers.  
Along with the ability to enter customs details, book ferry facilities, duty free shopping etc.

Book Tickets

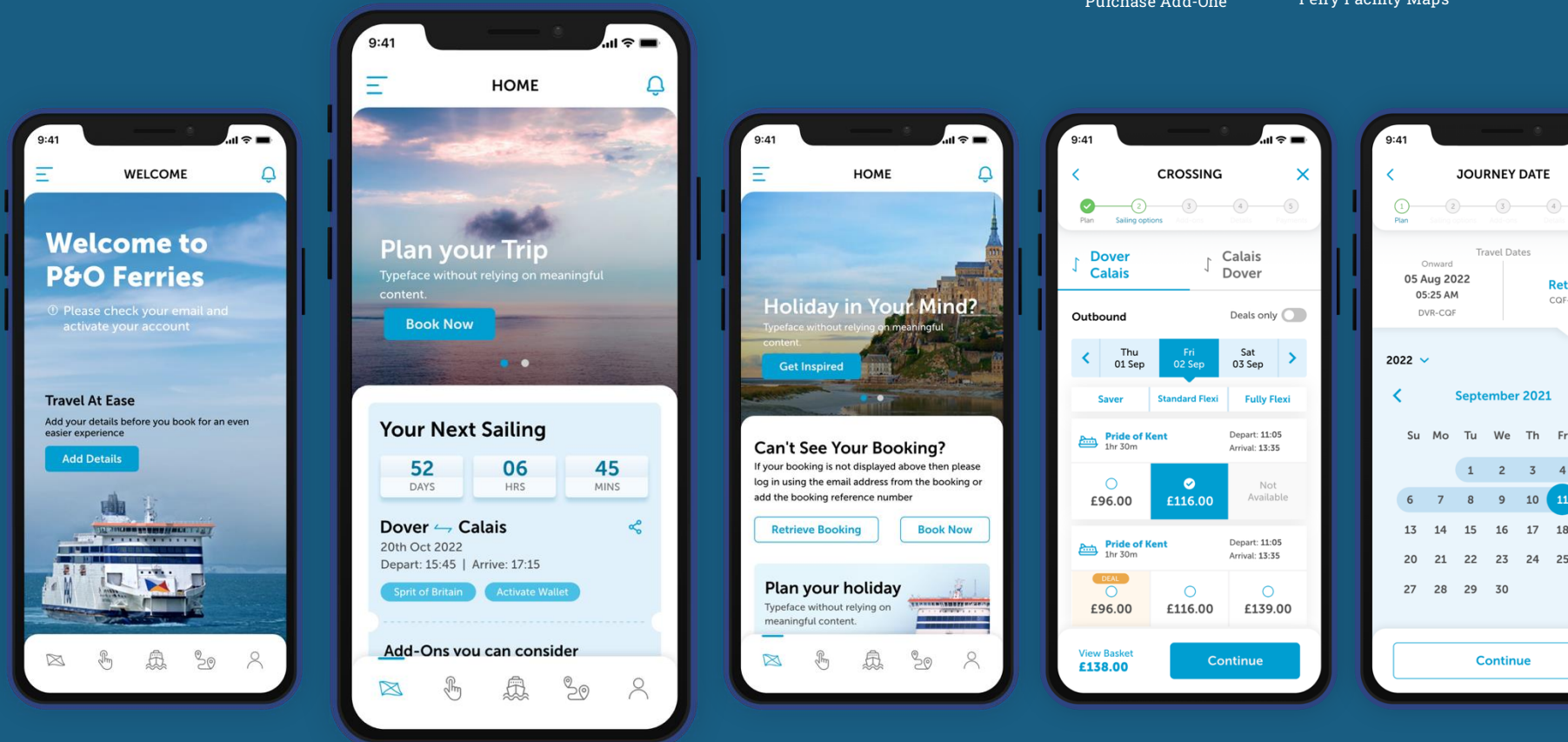
Holiday Inspirations

Select Route & Sailing

Fill Customs Details

Purchase Add-One

Ferry Facility Maps



### DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

### SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Security & Compartmentalised Info
- Define Customer Stages
- Target Audience & Analytics

### REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

### DESIGN

- Unified Design Library/System
- Final Interactive Design Prototype
- Specification Documents
- Review & Test





Aninda Basu

UX/UI

## Showcase

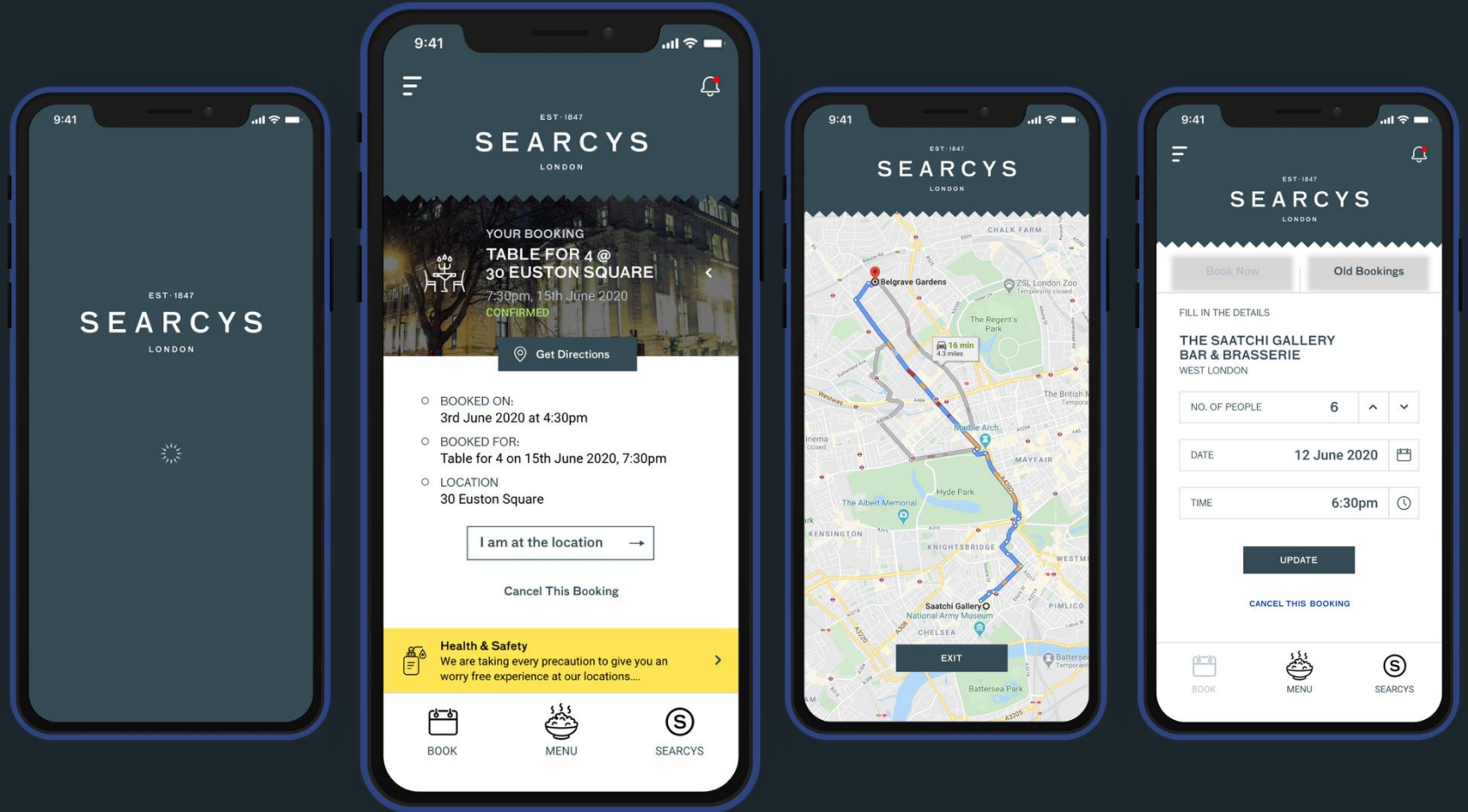
Web Applications

Mobile Applications

Websites

# Restaurant Table Booking

UX/UI Mobile app design for restaurant chain in UK where users can book there tables and food in advance, get driving direction, browse food menus & specials.





Aninda Basu

UX/UI

## Showcase

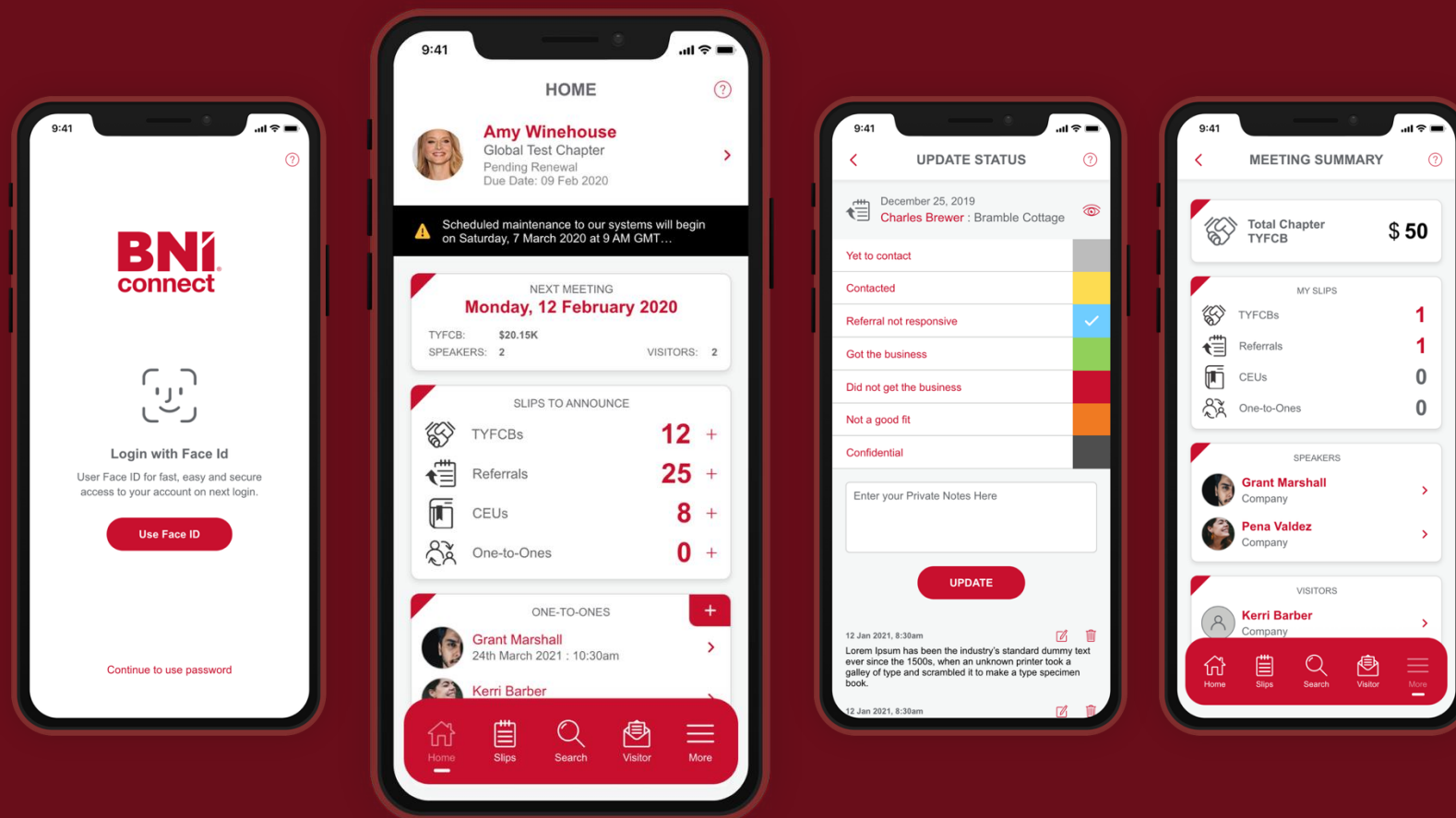
Web Applications

Mobile Applications

Websites

# Business Networking Application

An end-to-end online experience built for World's leading business referral company



### DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

### SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Security & Compartmentalised Info
- Define Customer Stages
- Target Audience & Analytics

### REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

### DESIGN

- Unified Design Library/System
- Final Interactive Design Prototype
- Specification Documents
- Review & Test



Aninda Basu

UX/UI

## Showcase

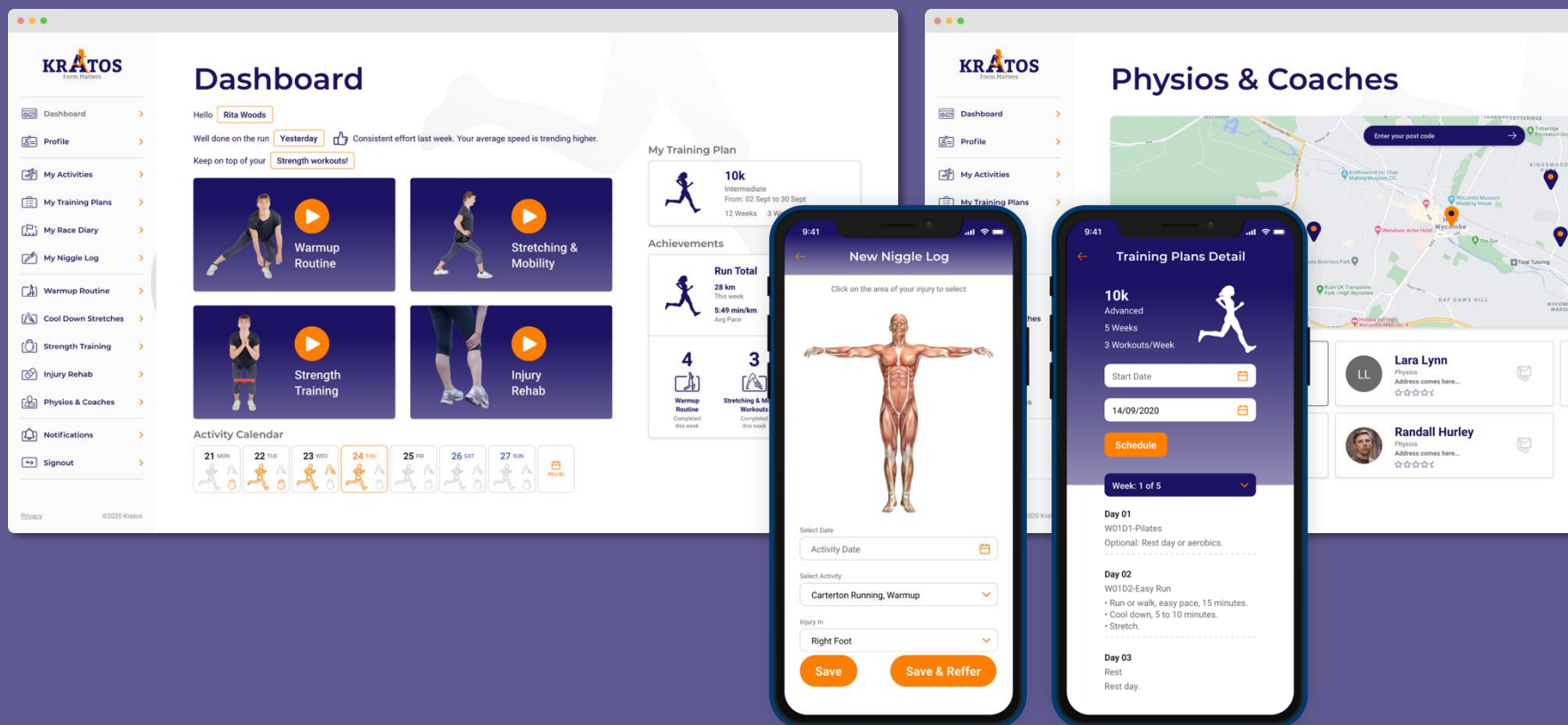
Web Applications

Mobile Applications

Websites

# The Athletic Platform

An online experience built to coach athletes on the right practices and steer clear of the typical running injuries along with training plans, Physios & Coaches directory, Video Tutorials etc.



### DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

### SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Security & Compartmentalised Info
- Define Customer Stages
- Target Audience & Analytics

### REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

### DESIGN

- Logo & Branding
- Unified Design Library/System
- Final Interactive Design Prototype
- Specification Documents
- Review & Test



Aninda Basu

UX/UI

## Showcase

Web Applications

Mobile Applications

Websites

# Healthy Food Recommendation & Order App

An online experience built to recommend healthy eating and food ordering app for UK.

Health Profile

Order Food Online

Order History

Menu Creator

Payments

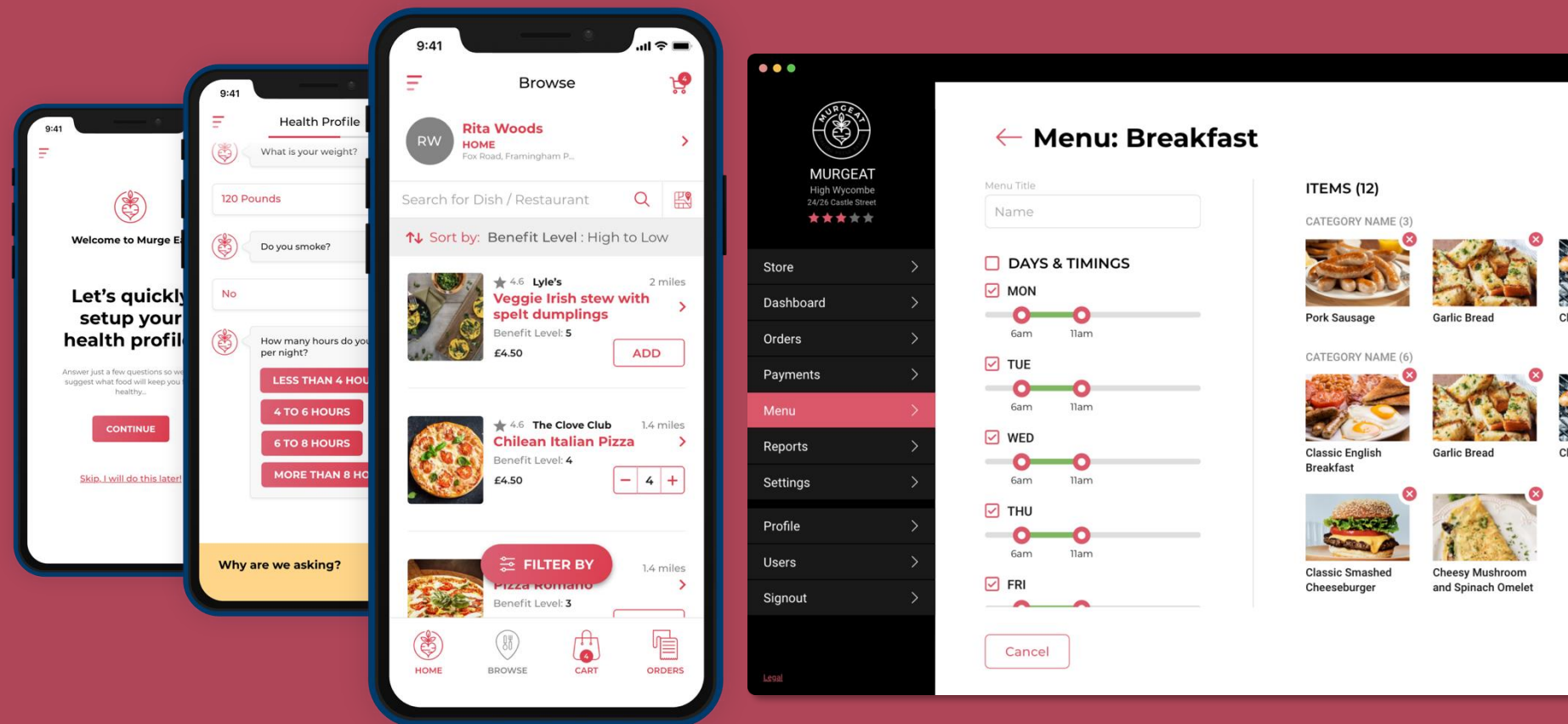
Browse Restaurants

Food Recommendations

Store Management

Order Management

Reports



### DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

### SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Security & Compartmentalised Info
- Define Customer Stages
- Target Audience & Analytics

### REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

### DESIGN

- Logo & Branding
- Unified Design Library/System
- Final Interactive Design Prototype
- Specification Documents
- Review & Test





Aninda Basu

UX/UI

## Showcase

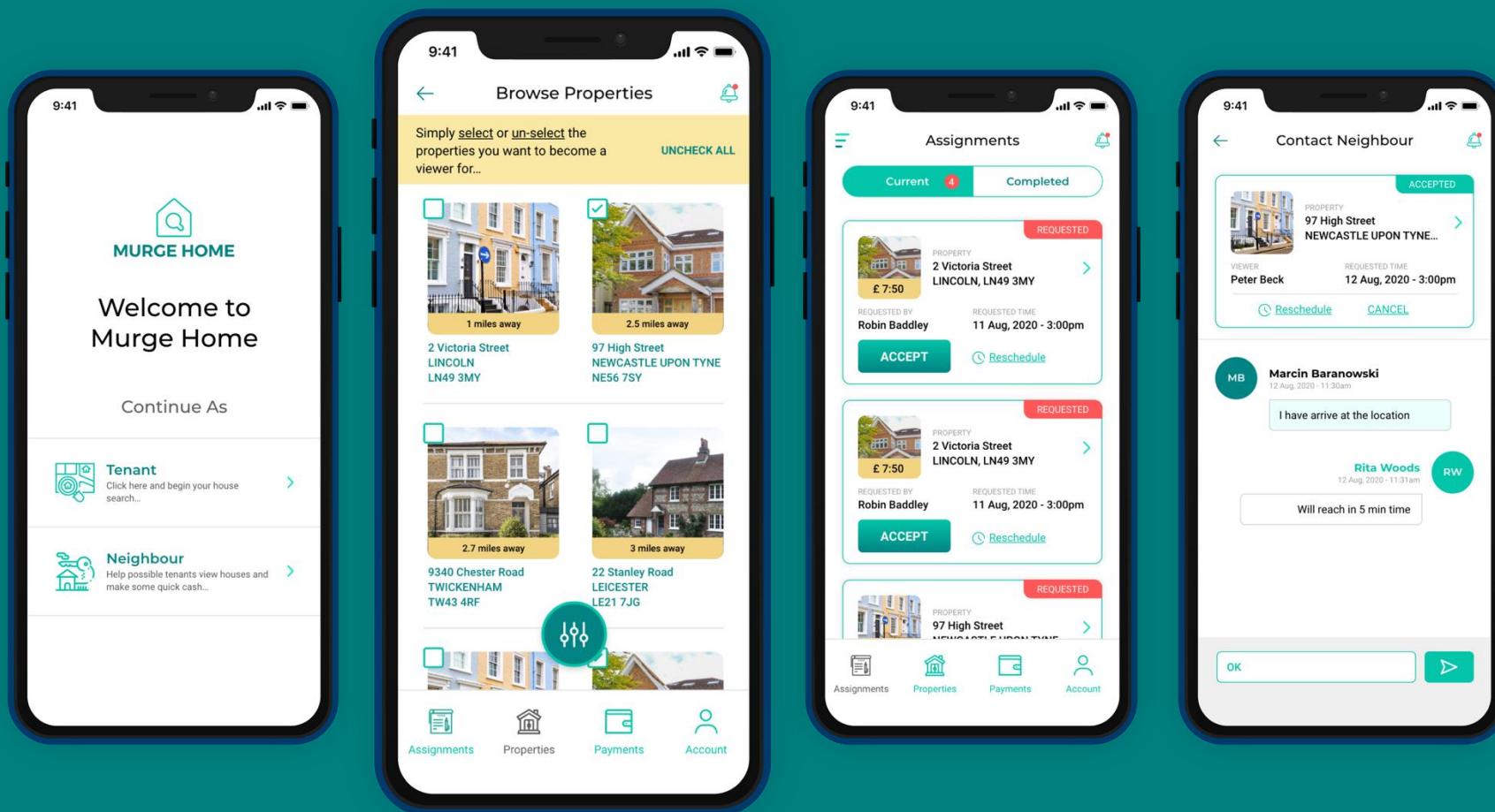
Web Applications

Mobile Applications

Websites

# Property Rent & Viewing Mobile App

An online experience built for a UK's property renting & viewing application



### DISCOVERY

- Workshop
- Resources & Stakeholders
- User Interviews
- Technology Constraints (if any)
- Workflow & Process

### SYNTHESIZE

- Risks, Assumptions, Dependencies
- Feature & Module List
- Security & Compartmentalised Info
- Define Customer Stages
- Target Audience & Analytics

### REFRAME

- Define User Personas
- Define User Journey Maps
- Use Cases & User Stories
- Interaction Flow
- Low-fidelity click-through prototypes

### DESIGN

- Logo & Branding
- Unified Design Library/System
- Final Interactive Design Prototype
- Specification Documents
- Review & Test



**Aninda Basu**

UX/UI

## Showcase

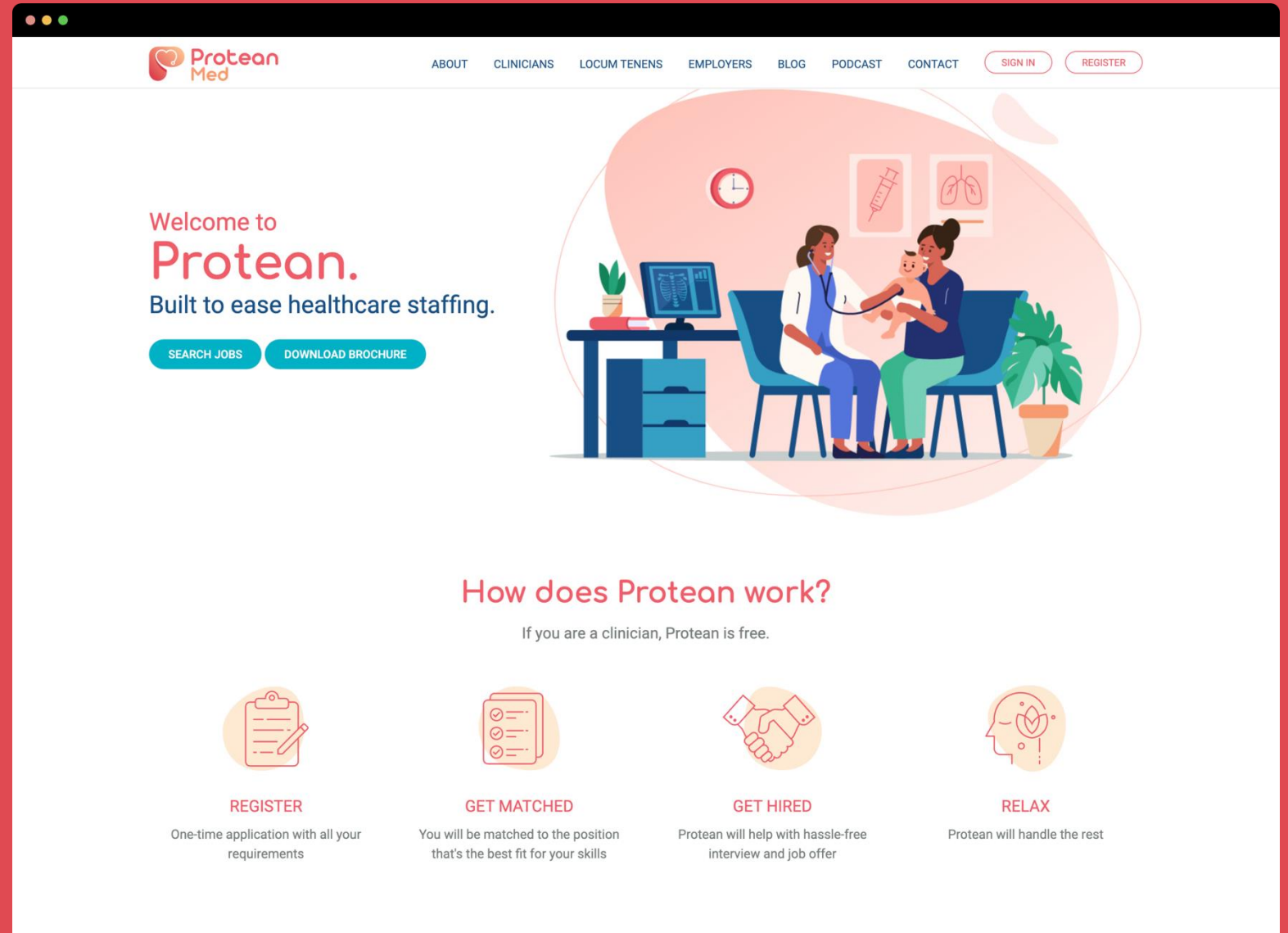
Web Applications

Mobile Applications

Websites

## proteanmed.com

Find out what makes Protean unique in healthcare staffing, what kind of healthcare professionals that we provide; what benefits clinicians and employers receive by using Protean services. Simplified affordable, modern, and friendly platform helps employers fill positions. Reach us now to learn more!





**Aninda Basu**

UX/UI

## Showcase

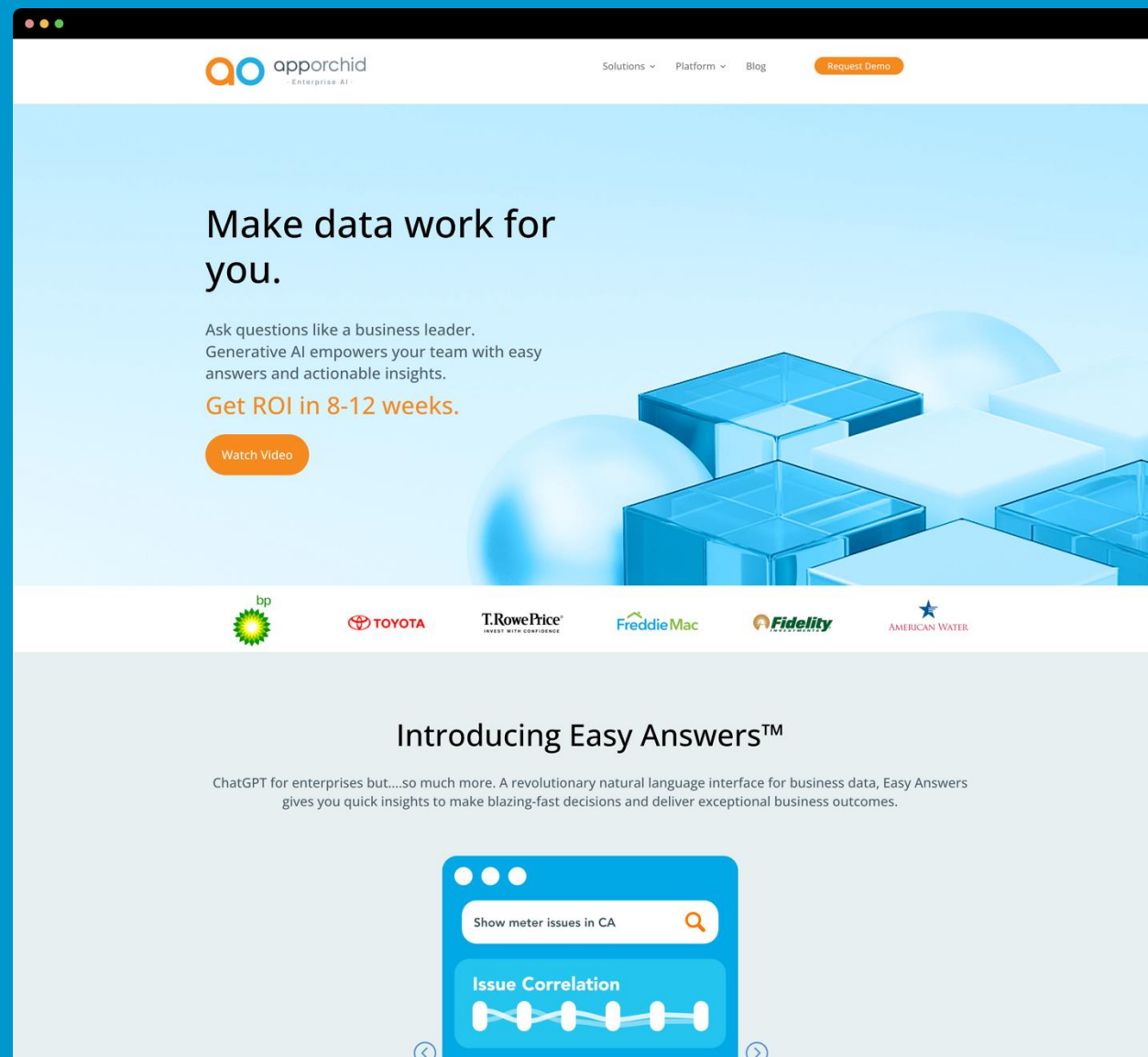
Web Applications

Mobile Applications

**Websites**

# apporchid.com

Ask questions like a business leader. Generative AI empowers your team with easy answers and actionable insights.





Aninda Basu  
UX/UI

Showcase

- Web Applications
- Mobile Applications
- Websites

# airobot-dynamics.com

Airobot Dynamics | Build, Maintain, Integrate, Operate

