

Shatabdi Biswas

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Current Location: Berlin, Germany

Hello there, I am a Product Designer

who keeps the user in heart and the business in mind. I am a bold problem finder and a solver, who blends research and design together to create meaningful well research and design together to create meaningful well thought products. I have an experience of **6+ yrs** in the industry.

Delivery Hero

Product Designer

Sept 2019-Present

- 🧑‍💻 Product Designer for the cross-selling team, responsible for creating an ordering experience that helps users complete their order with the most valuable items. Increased company OKR by 19.45%
- 🤝 Creating deeper value in cross-selling by closely working with the Research team and Product specialists of different countries
- 🧑‍💻 Driving vision, strategy for the team in partnership with Data, Product, and Engineering.
- 📈 Measuring success and iteration via an experiment-driven approach to validate the hypotheses or impact of the work
- 🙌 Helped other PMs within the Tribe to successfully launch new features (Discovery, Search, Home Screen)
- 🙌 Motion design enthusiast, part of the motion guild, discovering and solving problems and opportunities with motion experiences

Shuttl

Senior Product Designer

Jan 2019- Aug 2019

- 🤝 I led the design of various featured on the Shuttl consumer app, responsible for user research, UX, and execution of different design experiments.
- 🧑‍💻 Redesigned and strategized the Shuttl operational portal for a more actionable and information-rich experience. Led user and product research, ideation processes, detail end-to-end UX. solutions/prototypes, and drove user testing iteration and sessions for proven solutions.

Roundglass

Product Designer

Jan 2017- December 2018

- 🧑‍💻 I designed the platform for Roundglass's digital content- both user-facing and CMS.
- 💡 Launched CMS, visual composer, experience, and reading platform. Made scalable reusable CMS patterns, design system that helped content creators create content easily and helped readers discover content.
- 🧑‍💻 Took the role of PM, gathered requirements and turned them into product goals, defined task flows. Communicated scenarios, end-to-end experiences, interaction models to the engineering/product team, created a roadmap for the product.

Paytm

UX Designer

Jan 2016- Dec 2017

Microsoft

Graduation Project

Apr 2015-Oct 2015

IBM

Summer Internship

May 2014- July 2014

Teach for India

UX Consultant

June 2014- Aug 2014

SKILLS

Design:

Design Strategy, Vision Documentations, User flow, concept sketches, Prototyping, wireframes and mock-ups, UI, motion, design, redlines, styleguides, data visualization, Workshop conduction

Research:

Diary study, informal user surveys, USability Testing data analysis, user testing, A/B testing, heuristic evaluation

Communication:

Stakeholder alignments, Insight generation, Storyboarding, journey mapping,

TOOLS

Sketch | Principle | Invision | Protopie| Abstract | Figma*
Illustrator | Photoshop | After Effects |

EDUCATION

National Institute of Design, Bangalore

PGDPD, Information and Interface Design. 2013-2015

National Institute of Fashion Technology, Bangalore

B.Design, Fashion Communication. 2008 - 2012