

Shatabdi Biswas

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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 thought products. I have an experience of 4+ yrs in the industry.

Delivery Hero

Sept 2019-Present

Product Designer

I am currently working on cross selling feature across Delievry Hero applications

Shuttl

Nov 2018- Aug 2019

Senior Product Designer

I shaped and created various important in-app functions for **Pre-booking experiences** (search, favourite routes) and **Post-booking experiences** (Bus tracking, in bus-food delivery) with constant collaboration with PMs, users and existing pool of data/knowledge. I launched the **daily bus operation tool** working very closely with the PM, our internal users.

Roundglass

Jan 2017- Nov 2018

Product Designer

I launchehd a responsive web based reading platform- **Magazine** from scratch. I was responsible for the product design, halfway through product management, visual design for the project. In collaboration with the team, I defined the **author experience for the CMS**. In two years, we shipped multiple features and iterations based on user feedback and testing.

Paytm

Jan 2016- Dec 2017

UX Designer

My role as a UX designer involved user research, implementation of user stories into functional and usable design decisions and develop a detailed user experience for different products across Paytm. I launchehd the re-thought **Paytm seller app** and different functions of **Paytm seller panel**. For **consumer app** I had conducted important user research and designed experiences that led to meaningful UX changes in payment gateway, security features, login and payment bank etc.

Microsoft

Apr 2015-Oct 2015

Graduation Project

Next Gen Phonebook for mobile first consumers.

IBM

May 2014- July 2014

Summer Internship

Automated UI Testing tool

SKILLS

Design:

Design vision presentations, user flow, concept sketches, prototyping, wireframes and mock-ups, UI, motion design, redlines, styleguides, data visualization

Research:

Diary study, informal user surveys, formal user interviews, data analysis, user testing, A/B testing, heuristic evaluation

Communication:

Insight generation, Storyboarding, journey mapping, stakeholder alignments

TOOLS

Sketch | Principle | Invision | Tabelue | Abstract | 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