Rupak Biswas

LEAD DESIGNER

⊙ Mumbai, India

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EDUCATION

Postgraduate Diploma
MIT Institute of Design
2012 – 2015

B.Sc in IT
Punjab Technical University
2008 – 2012

SKILLS

- User experience
- User interface
- App design
- Adaptive web design
- Product design
- Design system
- CSS
- AB testing
- User research
- Mentoring Designers

CERTIFICATIONS

- Certified Usability Analyst (HFI)
- Service Design Certification
- Interaction Design Foundation Member

EXPERTISE

Languages

- English
- Hindi
- Bengali

PROFILE

Experienced UX leader with over 10 years of expertise in **user-centred design**, **inclusive design practices**, and **cross-functional collaboration**. Proven ability to lead strategic design initiatives that align business goals with user needs. Adept at developing scalable design systems, mentoring teams, and driving innovation in complex domains such as **payments operations** and **financial services**.

Passionate about creating **accessible**, **intuitive**, and visually appealing **digital experiences** that enhance customer satisfaction and engagement.

EXPERIENCE

Lead UX Designer - Contract   2024 – Present
Worksoft, Hyderabad

- Improved **Admin Task Efficiency** by **40%** by designing a standardised, **tabular UX framework** for SAP Transport Scheduling workflows, reducing **setup time** and **cognitive load** for users.

- Led end-to-end UX design for **10+ admin modules** including:
  - **Standard Workflow Template**
  - **SAP System Selection**
  - **Transport Criteria Scheduling**
  - **Impacted Assets Configuration**
  - **Correlation Path Definition**
  - **Test Identification & Execution Setup**
  - **Results Visualisation**
  - **Template Management & Predictive Test Optimisation**

- Introduced **Dynamic Attribute Mapping** and **status-based workflows** (e.g., Not Defined, In Progress, Complete), allowing users to track, modify, and control test workflows seamlessly.

- Enhanced Decision-Making UX through integration of **Functional Area**, **Test Coverage visualisation** to highlight gaps across business units.

- Built user-centric flows for customising **confidence scores**, **correlation libraries**, and **execution engines (CTM/ALM)**, enabling adaptive test prioritisation based on user-defined metrics.

- Enabled template reusability by designing modular, named configuration templates (e.g., Regression, Smoke Test), **improving operational scalability**.

Senior UX Designer   2023 – 2024
Couchbase, Bangalore

- Led UX design strategy for **Capella Design System**, ensuring **scalability** and **consistency**.

- Conducted user **research**, **A/B testing**, and **usability** studies to validate design decisions.

- Created **high-fidelity prototypes** and UI designs using Sketch, Figma, and InVision.

- **Mentored** junior designers and promoted UX best practices across the organisation.

- Improved **database management UI**, enhancing overall **platform intuitiveness**.

EXPERTISE

Technical

- Figma
- Sketch
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office

PERSONALITY

- Meticulous
- Open-minded
- Goal-oriented
- Fast learning
- Team player

INTERESTS

- Psychology
- Literature
- Art
- Languages
- Travelling

AWARDS

- Industry Award, Applause Award, and Spot Award (Deloitte)
- Digital Hall of Fame Award (Michelin)
- Increased platform engagement by 30% through user-centric features (Couchbase)

STRENGTH

- UX Strategy & Research
- Inclusive Design & Accessibility Guidelines
- Service Design & Prototyping (Figma, Sketch)
- Cross-functional Collaboration & Leadership
- Data-driven Decision Making & Usability Testing
- Agile Development & DevOps Practices

EXPERIENCE

Senior UX Designer   2023 – 2023
Tekion, Bangalore

- Simplified complex workflows for **Warehouse Management** UX, improving usability by **20%**.
- Developed **user flows**, **wireframes**, and **prototypes aligned** with **user** and **business** goals.
- Conducted **usability testing** and **A/B testing** to optimise interfaces.
- Defined **UI components** and **style guides** for consistent product experiences.
- **Mentored** junior UX designers and promoted accessibility principles.

Senior UX Designer   2021 – 2023
CX100 - INKONIQ, Bangalore

- Led UX design for **Amazon PayCode (Italy)** and **Buy Now Pay Later (Mexico & Brazil)**.
- Created **user-centric designs**, reducing task completion time by **25%**.
- Developed **reusable UI components**, boosting design **consistency** and **efficiency**.
- Tracked UX metrics and iterated designs to enhance user experience across regions

Senior UX Designer   2019 – 2021
Tata Digital , Mumbai

- Designed seamless **payment flows** for **Tata Payment Method**, integrated across **major Tata brands**.
- Developed unified **Order & Refund Experience** improving user experience.
- Led design of **interactive chatbot**, improving **customer support** engagement by **25%**.
- Integrated brand **loyalty programs** within the super app for seamless engagement.

User Experience Designer   2019 – 2019
Michelin, Pune

- Created **value-driven UX framework** aligning with business goals and user needs.
- Led UX efforts for multiple Michelin products, including **Book a Table App** and **Moto Sports Platform**.
- Established **qualitative** and **quantitative** research methodologies for data-driven design decisions.
- Developed interface guidelines and standards for web-based products

User Experience Designer   2018 – 2019
Accenture, Mumbai

- Led UX/UI design team for **mobile customer engagement** and **loyalty solutions**.
- Managed end-to-end design process from research to development and testing.
- Created **user flows**, **personas**, and **wireframes** to communicate design decisions.
- Worked on **diverse projects** across mobile, tablet, PC, web, wearable, and IoT platforms.

User Experience Designer   2015 – 2018
Deloitte Digital, Mumbai

- Designed **web** and **mobile** applications for clients across various industries and regions.
- Ensured **responsive design consistency** across multiple devices and platforms.
- Developed design mockups for **RFPs**, **demos**, **AR & VR** applications.
- Led branding initiatives, earning **prestigious awards** for **design excellence**.