
SATYAJIT DASH

Product Design Lead

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Summary

- 10+ years of experience in UX, Usability, Product Design and User Research.
- Experience in IoT, Automobile, Telecom, Fintech and Infrastructure industry
- Building and collaborating using Figma, Sketch, Azure RP, Invision and Miro.
- User Experience Design Consultant at Vodafone, UK (Remote)
- PG in Product Design from Indian Institute of Crafts & Design, Jaipur
- Team player with experience of working and leading diverse teams. I specialise in designing product and services using AI-UCD methodologies, holistic design, Agile practitioner.
- Managing end-to-end UX lifecycle, and design delivery, Requirement gathering and Design brief, User research, User interview, User journey, Visual Story boarding, Interaction design, User interface design, Design workshop, Service blueprint, Wire-framing, Prototyping, User testing, Design System (DSM).

Experience

Product Design Lead, Ness Digital Engineering — Dec, 2024 - Present

Pune, India · Hybrid

- India Hub Team Lead - Building India design team
- Responsible and took ownership for end-to-end design delivery for the POD, understanding the product, requirement, empathising with user, create journey map, internal and client approval to final design delivery and handoff.
- Built design system with Figma for faster and smooth design delivery, providing a clear standardised design documentation step-by-step guide for design handoff.
- Alignment session with with global partners across US and UK, unblock team and ensure project work moves forward.
- Improve client approval process by 30% by using Figma AI to build realistic prototypes, allowing clients to test and pick the best interactions quickly.
- Review work in progress designs and provide clear and actionable feedback to teammates before customer approvals.
- Recruit and mentor a high-performing 5+ designers, personally screening 50+ portfolios to secure top talent.

UX Lead, Lemma technology — Jul, 2024 - Oct, 2024

Pune, India · On-site

- Leading UX team with Interaction design, UX design process and framework, mentoring, knowledge sharing, review delivery, maintain quality and consistency.
 - Design navigation for Web platform and Mobile application.
 - UX collaboration with Product and Technology team.
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- Gate keeper between Product team and Tech teams with UI, UX and Interaction standard.
- Drive the vision for future products.
- Maintain DSM and guide UX and Product team.
- Look at the big-picture, maintain UX across different channels with UX writing.

Senior UX designer, YUJ Designs — Nov, 2021 - Dec, 2023

Pune, India · Remote

- UX consultant for Vodafone UK team, contributed as an individual contributor for HMD project UX team.
- At Vodafone, I closely collaborated with product owners, development team to take project from ideation to delivery, user persona, user research, insights, wireframes, user testing, final mocks and design delivery, internal design team collaboration for design system.
- At YUJ, I picked up few projects and contributed within my capacity - Created Information Architecture for Tata Motors, Fleet Edge Bus project.
- Contributed in Maruti research team to take user interviews of new EV-car owners, document individual interactions leading to valuable insights.
- Lead AI-UCD process renovation, managing 5 people team.
- Responsibility - Client facing, closely collaborate with CEO, Design lead, UI and development team for UX strategy and design delivery, lead a 5 people design team.

Senior Usability Designer, Vayana Network — Nov, 2020 - Oct, 2021

Pune, India · Remote

- Fintech, successfully delivered GBS - Good Business Score
- Suggest/co-create with sales and development teams to increase user engagement, decrease friction with the existing platform and products.
- User research - Successfully conducted 20 user interviews, business owners from different domains.

UX Designer, Singularity Automation — Feb, 2020 - Oct, 2020

Bengaluru, Karnataka, India · On-site

- SecurePass - A contactless access control system with remote visitor management system and contactless temperature scanner.
 - Deliver end to end mobile and web design solutions for Singularity IOT platform. Looking at big picture, help predict, communicate and build Design Systems.
 - Deliver wireframes, interactive prototypes, WIX design to communicate to the development team.
 - Understand existing workflow of the industry.
 - Agile delivery - prioritisation & collaboration with teams & stakeholders (take priorities from CEO & consolidate Branding, Sales, User feedback)
 - Designed Website, Mobile App, Dashboards and Design interactions
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UX Designer, HPS Lab Designs — Sep, 2017 - Nov, 2019

Navi-Mumbai, India · On-site

- Validate design ideas through user interviews and user testing.
- Understand existing workflow of the industry.
- Understand requirement and timeline, design user flow as well as the UI components.
- Collaborate with developers through the whole product lifecycle to ensure solution is achievable. Maintain a design document to ensure consistent UI.
- Keep developing the design process to ensure work is faster and more accurate and has the relevant input from all.

UX Design Consultant, Twist Open Innovations — Nov, 2016 - Aug, 2017

Bengaluru, Karnataka, India · On-site

- Successfully delivered a service design project, leading to smart and harmonious apartment living.
- User interviews & ethnography study - Bangalore, Mumbai and Pune as context areas.
- Service Design - Service blueprint, User interviews. · Explore existing workflow of the industry.
- System level thinking, Interactive user stories and use cases, collaborated with development partner to create RFP document.
- Along with UX, Holistic Design and AI Chatbot Design.

Internship

User Experience Executive, ZingoHub — Jan, 2016 - May, 2016

Bangalore, Karnataka, India · On-site

- ZingoHub is a reward-based crowdfunding and an e-commerce platform that fosters creativity and innovation. I was leading the UX, closely collaborating with CEO, Technology, Graphic, Marketing and Photography team.
- Responsibilities - Direct report to CEO, Lead UI and UX, web interaction design, Collaborate with development, sales, graphic and photography team.

User Experience Specialist, TECHVED Consulting — Jun, 2015 - Jul, 2015

Mumbai, Maharashtra, India · On-site

- User Experience Design consultancy based at Mumbai
 - During this time I worked as UX specialist with UX researchers and product managers to successfully delivered multiple projects.
 - Projects - Usability testing for Vodafone India app, Conceptualised and system design for Ergo insurance - intranet employee communication, Dentist website.
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Education

- **POP-UP school, Flame University** - Interaction Design 2024
- **IICD- Indian Institute of Crafts and Design, Jaipur, India** - Hard Material Specialisation, Class of 2016
- **Biju Patnaik University of Technology, Odisha, India** - B'Tech in Computer Science, Class of 2013

Volunteer

Bakul Foundation, Bhubaneswar, Odisha, India- 2010 - Presents

The Index Project (<http://designlab.ee/>) - 2013

Skills

Managing design teams, End-to-end UX lifecycle and design delivery, Requirement gathering and Design brief, User research, User interview, User journey, Visual Story boarding, Interaction design, User interface design, Design workshop, Service blueprint, Wire-framing, Prototyping, User testing, Design System (DSM), Animation, Icon

Tools

Figma, Axure RP, Invision, Miro, Sketch, Confluence, Adobe Suite, Github and more

Hobbies

Road cycling, Cooking, Photography, Hand drawing, Material and colour exploration, Video editing, Aquascaping

Awards

DesignLab_Orissa, Bhubaneswar - Innovative Program Award 2014.

- Index: Design to Improve Life Education, Class of 2013
- Studied Index: Design to Improve Life Compass in a twenty days rigorous workshop.
- Worked with diverse team from four different countries Denmark, Estonia, Nepal and India

Address

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