

SATYAJIT DASH

Product Design Lead and Interaction Designer

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Design Portfolio

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SUMMARY

- I am Pune India based Interaction Designer and consultant.
- 10+ Years of UX Leadership: Extensive experience in end-to-end Product Design, User Research, and Usability across Telecom (Consultant for Vodafone UK), Fintech, IoT, and Automotive industries.
- Key tools: Specialised in AI-UCD methodologies, leveraging Figma, Claude AI, Codex, Axure RP to accelerate workflows and scale Design Systems.
- End-to-End Delivery: Expert in driving the full product lifecycle within Agile environments - using Interaction design, user research, prototyping and service design methodologies.
- Cross-Functional Collaboration: I help bridge the gap between business leadership (CEO/CTO), product strategy, and technical execution (Architects/Developers) to deliver end-to-end digital solutions.

EXPERIENCE

Product Design Lead, Ness Digital Engineering — Dec, 2024

- UX resource for Dover Corporation, Project — Systech One Tracing solution. End-to-End Design Ownership: Managed the full UX lifecycle for the product delivery team (POD) - from requirement gathering and user mapping to client approval and final dev handoff.
- Design System Scaling: Built the enterprise design system in Figma, creating standardised documentation to maintain design consistency and optimise engineering handoffs.
- Global Alignment: Cross-functional sessions with US client to unblock development teams and keep product timelines on track.
- AI-Driven Prototyping: Leveraged Figma AI to rapidly generate realistic, multi-option interactive prototypes for accelerated customer validation.
- Core UX: Designed enterprise features including Master Data Management (Product, Partner, Network), Country Compliance, and Systech network solution.
- Design QA: Conducted peer reviews and provided actionable feedback to ensure UI consistency and quality across modules.
- Accelerated Approvals: Cut client approval cycles by 30% by introducing AI-assisted rapid prototyping workflows.
- Eliminated Design Debt: Standardised and scaled UI infrastructure globally, significantly reducing design-to-development friction.

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

- Leading UX team with Interaction design, UX design process and framework, mentoring, knowledge sharing, review delivery, maintain quality and consistency.
- UX collaboration with Product and Technology team. Gate keeper between Product team and Tech teams with UI, UX and Interaction standard.
- 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

- 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. (<https://fleetedge.tatamotors.com/>)
- 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

- Fintech, successfully delivered GBS - Good Business Score (<https://www.vayana.com/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

- SecurePass - A contactless access control system with remote visitor management system and contactless temperature scanner. (<https://thesecurepass.com/>)
- 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

UX Designer, HPS Lab Designs — Sep, 2017 - Nov, 2019

- 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

- 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

- ZingoHub is a reward-based crowdfunding and an e-commerce platform that fosters creativity and innovation. 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

- User Experience Design consultancy based at Mumbai. Delivered multiple projects — Usability testing for Vodafone India app, Conceptualised and system design for Ergo insurance - intranet employee communication, Dentist website.

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

SKILLS & EXPERTISE

- **User Research** — Conducting contextual inquiries, surveys, and co-creative workshops with global users to translate behavioural insights into data-driven design decisions.
- **Design Thinking** — Applying a human-centered framework to align business goals with user needs through rapid iteration, cross-functional mapping, and validation.
- **Prototyping and Wire-framing** — Creating low- to high-fidelity visual concepts and interactive prototypes to communicate ideas and test usability early.
- **Design Review & UX Audit** — Performing heuristic evaluations on complex enterprise products to pinpoint usability friction and deliver actionable UX improvements.
- **UX Strategy and Post Launch Analysis** — Using Service Design methodologies and data analytics to establish holistic design strategies that scale over time.

KEY TOOLS

Figma, Claude AI, Codex, Axure RP, Invision, Miro, Sketch, Confluence, Adobe Suite, Github

AWARDS

DesignLab_Orissa, Bhubaneswar - Innovative Program Award 2014.