

User Experience Architect and **Product Design Lead** with 15+ years of experience in B2B sales and B2C customer acquisition and retention. Proven track record of successfully designing and launching user-centric products focusing on usability, accessibility, and aesthetics for web and mobile platforms. Adept at defining design strategies, conducting user research, and incorporating customer insights to shape product visions. Strong leadership and communication skills, with the ability to effectively collaborate with stakeholders, developers, and other design professionals.

EXPERIENCE

NetApp

UX Lead

Aug 2019 – Present

- Achieved annual booking of over \$1.3B by redesigning CPQ (Configure, Price, Quote) cloud commerce solution.
- Visualized Pricing and Discounts of our Products for our partners and resellers.
- Improved retention rate of Professional Services by 40%.
- Accomplished Service delivery workflow simplifications.
- Transformed 'New Product Introduction' experience.
- Simplified Cluster Configuration flows that increased task completion rate by 2x.
- Recruited and managed resources for UX initiatives.

Panasonic Avionics

Sr. UX Designer

Mar 2018 – Aug 2019

- Redesigned In-Flight Entertainment maintenance interface for Service and Field Engineers. SUS rating increased from 56.87 to 72.
- Designed Developer Portal for Seatback and Mobile Apps. Currently serving 12+ airlines globally with passenger, seatback, and crew apps
- Transformed Fleet and Release Management Tool for faster content loading.

Classic Systems Solutions

UX Consultant

Jul 2010 – Mar 2018 &

Aug 2019 – Present

- UX Consultant for various clients of Classic System Solutions listed below.
- **Monsanto-Bayer**: Led research and design of service ticketing and reporting tool.
- **Roblox**: Led Usability research and design enhancements for their gaming environment.
- **Stearns Lending**: Designed Consumer and Loan processing App with digital 1003 loan application; Transformed Stearns website and customer mortgage journey.
- **World Ventures**: Led a travel club company making \$300M in sales per year with 200K members cross \$1B sales and 2M members with a digital strategy and innovative mobile solutions that increased engagement by 50x.
- **Wolters Kluwer**: Designed iPhone App for automated driver data entry and security management. Led Search design and task flows.
- **IHS**: Researched and designed Enterprise Reporting System and Records Management system for their partners (**Chevron, Exxon**); Created First Report App used by all major energy companies.
- **Wells Fargo**: Conducted rapid review and design for their Data Warehouse.
- **Arbonne**: Led the company from bankruptcy to a \$600M health and wellness business in two years. Design Transformation brought in 3x engagement.
- **NetApp**: Led design of Quote to Invoice tool.

Saikat Mandal

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Michigan State University

UX Designer and Developer

Aug 2008 – Jun 2010

- Designed and developed the website of the Asian Studies Center.
- Designed brochures and other visual assets for events at ASC.
- Conducted usability evaluation & testing for websites of the College of Education.

Microsoft India

Interaction Designer

Feb 2008 – Jul 2008

- Led research and design of set-top box experience for Microsoft Television and IPTV in India in collaboration with IDC, IIT Bombay.
- Conducted User Studies, and conceptualized and designed the software.
- Facilitated its prototyping and user acceptance testing.

Rediff.com

Interaction Designer

Aug 2006 – Dec 2007

- Led research and design of a Rediff Q&A, Photos, Fan Club, and Connexions.
- Led Rediff Smart Search design that helped travel bookings increase by 20%
- Led homepage redesign; that had 2x more visits than Yahoo and Google India.
- Enhanced Rediff Shopping and Travel experience.

EDUCATION

Michigan State University

Master's in Education Technology and Education Psychology

College of Education, East Lansing, Michigan

Michigan State University

Certificate in Serious Game Design

College of Communication Arts and Sciences, East Lansing, Michigan

Indian Institute of Technology

Master of Design in Visual Communications; minor in Human-Computer Interaction

Industrial Design Center, Bombay, MH

Birla Institute of Technology

Bachelor of Architecture

Department of Architecture, Ranchi, JH

SKILLS

Design, Research, Strategy

User Experience Design, Product Design, Product Strategy, Design Thinking, User Research, Discovery, Conceptual Design, Design Sprints, Information Architecture, Interaction Design, Experience Mapping, Lean-Agile Methodologies, Work Flows, Journey Maps, Experience Modeling, Workshop Facilitation, Time & Project Management, Design Systems, Pattern Libraries, Service Design & Blueprints, Contextual Inquiry, Surveys, User Interviews, Card Sorting, Personas and Scenarios, Focus Groups, Heuristic Evaluation, Cognitive Walkthroughs, Usability Testing, Heat Maps, Eye Tracking

Software

Figma, Axure, Adobe XD, Sketch, InVision, Principle, Adobe Suite, Photoshop, Illustrator, After Effects, Framer, Jira, HTML, CSS, JavaScript