Saikat Mandal

www.saikatmandal.org
arsaikat@gmail.com
(517)-599-1770

UX Research and Design Leader with 15+ years of experience driving research initiatives that shape product strategy and enhance user experiences. Specialized expertise in B2B sales workflows, CRM optimization, and implementing AI-driven solutions. Proven success translating complex research findings into actionable insights influencing product roadmaps and improving business outcomes.

PROFESSIONAL EXPERIENCE

Kaiser Permanente
UX Researcher & Designer
Apr 2024 – Present
Pleasanton (CA), Hybrid

- Lead research initiatives exploring AI-powered workflow enhancements for healthcare professionals.
- Drive mixed-methods research on Agentic UI and LLM implementations to prioritize tasks based on acuity and intent.
- Synthesize complex qualitative and quantitative data into actionable insights for product teams.
- Mentor junior researchers on methodologies and research plans while championing user-centered design across the organization.

NetApp
UX Researcher & Designer
Aug 2019 – Dec 2023
San Jose (CA), Hybrid

- Led comprehensive user research programs resulting in $1.3B annual bookings through CPQ redesign.
- Conducted comprehensive research on partner and reseller sales workflows, resulting in optimized pricing visualization tools.
- Embedded research findings into product roadmaps for Professional Services, improving retention by 40%.
- Implemented research methodologies that simplified complex technical workflows, doubling task completion rates.

Panasonic Avionics
Sr. Researcher / Designer
Mar 2018 – Aug 2019
Lake Forest, CA

- Executed multi-phase research plan that increased System Usability Scale (SUS) ratings from 56.87 to 72.
- Researched and redesigned service workflows for maintenance interfaces, enhancing field engineer efficiency.
- Conducted research that informed the development of a Developer Portal now serving 12+ global airlines.
- Translated complex technical requirements into user-centered design solutions through rigorous research.

Classic Systems Solutions
UX Researcher & Designer
Jul 2010 – Mar 2018
San Jose (CA), Hybrid

- Transformed sales experiences across multiple client organizations:
- **NetApp:** Led research for Quote to Invoice tool, optimizing sales workflows.
- **World Ventures:** Conducted research that informed digital strategy for a travel club company, increasing engagement 50x and growing sales from $300M to $1B.
- **Stearns Lending:** Researched and redesigned consumer mortgage journey and loan processing workflows.
- **Arbonne:** Led research initiatives that helped transform the business from bankruptcy to $600M in health and wellness sales.
- **Implemented mixed-methods research** including contextual inquiry, user interviews, surveys, and usability testing across diverse B2B and B2C environments.

- **Communicated insights to stakeholders** through compelling presentations and strategic narratives.

Michigan State University
UX Designer and Developer
Aug 2008 – Jun 2010
East Lansing, MI

- Researched, 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
Mumbai, MH

- 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
Mumbai, MH

- 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.
- Involved in pay-per-click advertisement design.

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 AND ACHIEVEMENTS

Research Methods and Skills

- **Sales Workflow Optimization:** Deep understanding of B2B sales processes, CRM tools, lead management, and deal cycles.
- **Research Methodologies:** Expertise in qualitative methods (interviews, usability testing, contextual inquiry) and quantitative approaches (surveys, A/B testing, log analysis).
- **AI Implementation Research:** Experience researching and implementing AI-driven workflow improvements and task prioritization systems.
- **Data Analysis & Visualization:** Advanced skills in translating complex data into actionable insights and compelling visual narratives.
- **Research Leadership:** Mentoring researchers, overseeing research projects, and providing methodological guidance.

- **Tools:** Figma, Miro, Axure, Adobe Suite, SPSS, survey tools, heat mapping, eye tracking.

Achievements

- Led research that directly contributed to $1.3B in annual bookings through CPQ redesign at NetApp.
- Increased user engagement by 50x through research-driven digital strategy at World Ventures.
- Improved System Usability Scale (SUS) scores by 27% through targeted research at Panasonic Avionics.
- Transformed research insights into actionable product strategies that helped grow Arbonne from bankruptcy to $600M in sales.