Saikat Roy

DGM - UX at Jio

Team
Central Design (SOI - DS)

Experience
13+ yrs in Design, 9+ yrs in Design Management

Education
University of Wales Trinity Saint David, UK

Portfolio
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Designing for scale, leading with systems.

Hello! I'm a product design leader and mentor who solves complex challenges with cross-functional teams; always guided by a clear vision, user focus, and strategic direction. I empower teams through collaboration, empathy, system/process driven outcome, and mentorship, fostering inclusive, high-performing environments that deliver meaningful impact.

Currently leading a team of designers, including researchers, UX, and UI specialists; while collaborating with a global network of design system experts to build a multi-brand design system at Reliance Jio.

My strengths lie in design strategy, user research, UX design, and a deep, logical understanding of both design and product ecosystems.

Helped teams improve key product metrics like conversion, retention, and engagement, and have played a pivotal role in scaling new teams to deliver best-in-class experiences.

My leadership philosophy is rooted in what I call being "Patiently Aggressive": patient when learning, strategic in preparation, and relentlessly driven once the path is clear. Insight first, execution second.

Career Highlights

- Built & scaled Jio's multi-brand design system to 144 products in 1.5 years, standardising design quality across brands.
- Led a cross-functional team of 11+ (research, UX, UI), improving design delivery efficiency by 30% through process optimisation.
- Drove HelloJio AI experience strategy, unifying design standards across AI touchpoints, boosting adoption by 60%.
- Grew design maturity by implementing enterprise-wide design governance, reducing inconsistencies by 80%.
- Guided org-wide design hiring, onboarding, rating and mentorship, reducing attrition by 20%.

Core leadership competencies

Design Strategy and Vision, Cross-functional Leadership, Design System Governance, Product Innovation and AI Experience Design, Design ROI and Metrics-driven Decision Making, Organisational Scaling and Culture Building

Awards

- **Best Managed Team – Jio Central Design (2022)**
- **Star of the Month – Amazon VXD team (2013)**

Tools

Figma, Adobe CC, Sketch, Miro, Jira, Storybook, AI design tools

Looking forward to building something exceptional together.

Experience

13+ yrs in Design l 9+ yrs in Design Management

Dy. General Manager - UX Design
Jio Platforms
(Central Design - SOI DS team),
Bengaluru
Jul 2021 - Present

- Founded and scaled Jio Design System; rolled out across 144 products in 1.5 years, reducing design redundancy by 80% and improving speed-to-market.
- Led 11+ designers (research, UX, UI) while collaborating with global experts to standardise multi-brand design experiences.
- Directed HelloJio AI design strategy, creating unified AI interactions that improved adoption rates by 60%.
- Established cross-team governance and metrics tracking, raising design quality.

Assistant General Manager - UX Design
Jio Platforms
(JioMart Digital team), Mumbai
Nov 2019 - Jun 2021

- Managed design and research for JioMart Digital, delivering consistent patterns via a flexible CMS system.
- Acted as key business and tech stakeholder SPOC, accelerating design-deployment alignment by 30%.
- Led redesign of core commerce journeys, improving checkout conversion by 20% and repeat purchase by 10%.

Senior Manager - UX Design
Jio Platforms
(Jio Retail Commerce team), Mumbai
Oct 2018 - Nov 2019

- Spearheaded UX delivery for JioPrime (soft launch) and loyalty benefits platform, advocating design strategy directly to executive leadership.
- Enhanced engagement for loyalty programs, increasing seasonal voucher redemption by 35%.

Senior Product Designer
Kuliza Technologies, Bengaluru
Mar 2017 - May 2018

- Managed and mentored 2 direct reports while guiding UX research for enterprise/B2C products.
- Led design for Zephyr for JIRA, Cloud-security Managed Methods and multiple fintech solutions, improving usability ratings by a min of 10%.

Senior UX Designer
Sulekha, Chennai
Nov 2016 - Feb 2017

- Led usability testing and contextual enquiry for Sulekha Services platform, driving a 15% improvement in task completion rate.
- Partnered with VP of Product to optimise service listing flows, boosting conversion by 34%.

Senior Executive - Interaction Design
Vodafone, Pune
Oct 2015 - Oct 2016

- Owned IA and design system for MyVodafone app; implemented patterns that reduced onboarding drop-off by 18%.
- Created cross-market design system and style guide used across multiple releases and multiple country markets.

Creative Experience Designer
Athena Infonomics, Chennai
Jan 2015 - Sept 2015

- Led complete website redesign, increasing session duration by 37% post-launch.
- Designed internal tools to improve econometrics calculation efficiency by 85%.

Visual Design Associate
Amazon, Chennai
Jul 2012 - Oct 2014

- Grew pilot 2-member VXD design team to 20.
- Delivered brand pages that increased avg buy conversion of 16%, and internal tool UIs that reduced image content creation time by 87%.

Education

Digital Psychology I Design Fundamentals

BA (Hons) in Digital Media
University of Wales Trinity Saint
David, UK
(formerly University of Wales, UK)
1st Division (2nd Class Honours)
2008 - 2011

- Basics of Digital Media
- Basics of Design
- Cognitive process while interacting with any digital media
- Research techniques and tools
- Design techniques and tools
- Dissertation (on anthropomorphism or personification in design)

Certifications

Certified Usability Analyst (CUA)
Human Factors International (HFI)
May 2016

Design Kit: Human-Centered Design
Ideo.org (Acumen)
May 2015

Product Management: Fundamentals
University of Virginia
(Coursera.org)
Nov 2022

Thanks a lot for going through the profile.

Looking forward to building something exceptional together.