



Saikat Roy

AGM - UX Design at Jio (JioMart)

Ex. Amazon | Vodafone

University of Wales

Trinity Saint David, UK

8+ yrs in Design |

4+ yrs in Design Management

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Hello!

First of all, I want to thank you for your time in reviewing my CV.

I'm a product design manager for my organisation and a mentor for my team. I love working with multi-disciplinary teams to solve complex business and interaction design challenges while not compromising on the end goal of solving the user's problem. In simple words, a problem solver who loves guiding a team towards a common or bigger vision through reasonable milestones.

A total of 8+ years in design including 4+ years in design management for product-based B2C + B2B corporates like Amazon.com and full-product service startups like Kuliza Technologies with product scale ranging from Enterprise to IOT offered me a broad opportunity to work in a small-scale to large-scale agile environment on the most complex products with the most interesting teams. At Amazon, I have carried a reputation of extending responsibility in forming a full-fledged internal team of 20 members from a pilot project. And in Kuliza, the reputation was in on-boarding and then retaining few of the well-known clients with the help of most talented group of designers and developers.

Here's how my day-to-day work looks like:

- Planning and optimising the team's day-to-day work
- Promoting mature design practice within the cross-functional teams and stakeholders
- Aligning designer's work as per short-term user goals and long-term business goals
- Sleeving up for practical research/ design work (20% of my time)

My team's design decisions are always driven by measurable ROI:

- Launching or revamping new product/ functionalities/ programs and track their success rate
- Increasing conversion rate/ engagement rate/ retention rate
- Reducing customer grievances
- Improving positive user perception, and so on

What follows are details of how I got to where I am today.

Happy appraising!

Next: Skills, Relevant Experience

Key Skills

- Design and People Management, Design Sprint, Stakeholder Management, Design Negotiation, Team Scaling, Design Mentoring, Design ROI
- Design Thinking Methodologies: Human-Centered Design, User Centered Design, Double Diamond, Enterprise Design, Agile UX
- Design Research Methodologies: Contextual Enquiry, Focus Group, Card Sorting, Personas and User Stories, Affinity Map, Mind Map
- Design Techniques: UX Design, Service Design, Interaction Design, Wireframing, Visual Design, Prototyping, Micro-interactions
- Design Documentations: Link Prototyping, Dev-handover Styleguides, Business Presentations, PRD, Design ROI
- Industry/ Product Lines: B2C Products, B2B Products, Desktop Products, Mobile Products, Enterprise Products, IOT Products

Relevant Experience

8+ years in Design | 4+ years in Design Management



Asst. General Manager -
UX Design

Reliance Retail (JioMart)
Aug 2020 - Present



Sr. Manager - UX Design

Reliance Jio (Retail
Commerce)

Oct 2018 - July 2020

Role:

Managing the Reliance Retail's Digital Businesses' product design and research team, Standardising a common design system, Acting as a business and tech stakeholder SPOC, and more

Projects:

JioPrime, JioMart Digital, JioMart Bot, Cashify SDK B2C, Cashify SDK POS, Reliance Digital, JMD Merchant



Sr. Product Designer

Kuliza Technologies,
Bengaluru

Mar 2017 - May 2018

Role:


Managing 2 direct reports, Mentoring the core design team on UX research and advanced HCI, Collaborating with tech and business stakeholders on various design decisions, and more

Projects:

Zephyr for JIRA, Aditya Birla Direct, Vistara, Watabid, IME Pay, and more

Next: Continued Relevant Experience




 Sr. User Experience Designer
Sulekha, Chennai
Nov 2016 - Feb 2017

Role:

Contributing as an IC for Sulekha Services platform, Leading the usability tests and contextual enquiry, Working thoroughly with VP of product to improve conversion rate, and more

Projects:

Sulekha Services listing page, User testing for Sulekha Services, and more


 Sr. Executive - Interaction Design
Vodafone, Pune
Oct 2015 - Oct 2016

Role:

Contributing as an IC for MyVodafone app project, Owning the complete app's information architecture and design system, Working on several user journeys based on user research and business suggestions, and more

Projects:

MyVodafone app (entire IA and few journeys), MyVodafone app styleguide

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

Role:

Single handedly revamping the complete website from scratch, Conducting UT post completion of the website, Working on few of the internal tools for the employees to improve their work efficiency, and more

Projects:

Athena Infonomics website, Economic Data Calculator and Visualiser

 Visual Design Associate
Amazon, Chennai
Jun 2012 - Oct 2014

Role:

Contributing as a 2 member pilot team to scale the team to 20 members in 2 years, Working on various stakeholder requirements for their brand pages, Working on various internal tools to increase employee efficiency, and more

Projects:

Amazon Affiliate Brand Journeys, Image Assist, Dev Conference, and more

To know further details about experience: <https://www.royfolio.com/bio>

Next: Relevant Education and Relevant Certifications



Relevant Education

Digital Psychology



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

Course Modules:

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)

Activities:

International student co-ordinator, Second topper in 1st and 2nd year

Relevant Certifications

UX Research, UX Methodologies, Usability



Certified Usability Analyst
Human Factors International (HFI)
May 2016

Course Modules:

User Experience Foundations, User-centered Analysis and Conceptual Design, The Science and Art of Effective Web and Application Design, Practical Usability Testing



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

Course Modules:

Introduction to Human-Centered Design, Inspiration Phase, Ideation Phase, Prototyping Phase, Implementation Phase



Design Kit: Prototyping
Ideo.org (Acumen)
Jan 2016

Course Modules:

Make it Real, Build to Think, Plan for Field Tests, In the Field

Thank you again for taking the time to go through my CV!

When it comes to work, I call myself "Patiently Aggressive". Patient, till I don't know and still doing my homework. Aggressive, when I know it all.

-- Happy appraising --

