



Saikat Roy

**Hands-on
Product Design Leader**
at Jio

B2B & B2C,
Design Systems,
AI-Assisted Design
across

**Jio, Amazon, Vodafone,
LendingLabs**

Experience

13+ years in Product Design,
9+ years leading design teams,
Bengaluru

Education

University of Wales Trinity Saint
David, UK

Portfolio

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Designing for scale, leading with craft, strategy and systems.

Hello! I'm a Hands-on product design leader with 13+ years of experience and 9+ years in design leadership across B2C, B2B and enterprise products. A proven strategic leader who remains deeply involved in product craft; led an 11+ person multidisciplinary team across UX, UI and Research at Jio. Built and scaled a multi-brand design system across 144 products, led AI experience strategy for HelloJio, and shaped enterprise B2B experiences including ProcureNXT. Experienced in designing complex workflows and evolving them for AI-assisted experiences, connecting product craft, design strategy, systems thinking and measurable business outcomes to build high-performing teams and scalable products.

Leadership & Impact

- **Scaled Jio's Design System to 144 products in 18 months**, reducing design redundancy by **80%**.
Shaped a Design System MCP, **turning documentation into reusable AI skills**.
- **Led an 11+ member UX, UI & Research team**, improving delivery efficiency by **30%**.
- **Single-handedly led HelloJio AI experience strategy and design**, creating reusable AI patterns and **driving 60% higher adoption**.
- **Shaped B2B and consumer products including ProcureNXT**, simplifying complex enterprise workflows.
- **Drove design maturity through governance, hiring and mentorship**, reducing inconsistencies by **80%** and attrition by **20%**.

Selected Product Work

- **HelloJio AI (AI / Conversational UX)**
AI-assisted support experience spanning conversational, voice and multimodal interactions for all Jio products.
- **Jio Design System (Enterprise Design Systems)**
Multi-brand design system scaled across 144 products, enabling consistency, reuse and faster product delivery.
- **ProcureNXT (Enterprise / B2B)**
Enterprise procurement platform focused on simplifying complex B2B workflows and business processes.
- **JioMart Digital (Commerce / B2C)**
Commerce experience that improved checkout conversion by 20% and repeat purchase by 10%.
- **Aditya Birla Direct (Fintech Lending Product)**
Shaped end-to-end digital lending experiences, translating complex financial products into simple, intuitive customer journeys for MSMEs.

Core Expertise

Product Design Leadership · Design Strategy · Design Systems · AI-assisted design · B2B & B2C Products · Enterprise UX · Design Operations · User Research · Product Strategy · Cross-functional Leadership · Team Building & Mentorship · Design Metrics & ROI

Experience

13+ yrs in Product Design · 9+ yrs leading design teams



Deputy General Manager (Product Design Leadership)

Jio Platforms
(Central Design - SOE team),
Bengaluru
Jul 2021 - Present

Hands-on Design Leadership

- Led an **11+ member multidisciplinary team** across UX, UI and Research, setting design direction, quality standards, career development and delivery practices.
- Partner with Product, Engineering and Business leadership to shape experience strategy across a large, multi-product ecosystem.

AI & Product Innovation / B2C

- Single-handedly led the experience strategy for **HelloJio**, Jio's AI-assisted support experience, spanning conversational and voice interactions and reusable AI interaction patterns.
- Improved HelloJio adoption by **60%** through experience strategy and integration into the broader Jio product ecosystem.

Enterprise / B2B Product

- Led UX strategy and product design for **ProcureNXT**, an enterprise procurement platform, simplifying complex workflows and bringing a product-design approach to business-critical enterprise experiences.

Design Systems & Scale

- Founded and scaled **Jio's multi-brand Design System from 0 to 144 products in 18 months**, establishing reusable patterns, governance and adoption mechanisms.
- Reduced design redundancy by **80%**, improving consistency and speed-to-market across products and brands.
- Shaped a DS MCP, **turning documentation into reusable AI skills**.

Organisation & Design Operations

- Established cross-team design governance, metrics and operating practices to improve quality and consistency.
- Drove hiring, onboarding, performance management and mentorship practices across the design organisation.

Assistant General Manager (Product Design Leadership)

Jio Platforms
(JioMart Digital team), Mumbai
Nov 2019 - Jun 2021

- **Led UX and Research** for JioMart Digital, establishing consistent experiences through a flexible CMS and reusable patterns.
- **Partnered with Product, Business and Technology leadership**, improving design-to-development alignment by **30%**.
- **Redesigned core commerce journeys**, improving checkout conversion by **20%** and repeat purchase by **10%**.

Senior Manager (Product Design Leadership)

Jio Platforms
(Jio Retail Commerce team), Mumbai
Oct 2018 - Nov 2019

- **Led product strategy for JioPrime and its loyalty platform**, partnering directly with executive leadership.
- **Improved loyalty engagement**, increasing seasonal voucher redemption by **35%**.



Senior Product Designer

LendingLabs, Bengaluru
(Formerly Kuliza Technologies)
Mar 2017 - May 2018

- **Led product design and UX research** across enterprise, B2C and fintech products, mentoring 2 direct reports.
- Designed experiences for **Zephyr for JIRA, cloud-security products and fintech platforms**, improving usability ratings by **10%+**.



Senior UX Designer

Sulekha, Chennai

Nov 2016 - Feb 2017

- **Worked on usability research and contextual enquiry** for Sulekha Services, improving task completion by **15%**.
- Partnered with the VP of Product to redesign service-listing flows, increasing conversion by **34%**.



Senior Executive (Interaction Design)

Vodafone, Pune

Oct 2015 - Oct 2016

- **Owned IA and design system for My Vodafone**, reducing onboarding drop-off by **18%**.
- Created a **cross-market global design system and style guide** adopted across multiple releases and markets.



Creative Experience Designer

Athena Infonomics, Chennai

Jan 2015 - Sept 2015

- **Led a complete website redesign**, increasing session duration by **37%**.
- Designed internal tools that improved econometrics calculation efficiency by **85%**.



Visual Design Associate

Amazon, Chennai

Jul 2012 - Oct 2014

- **Grew a pilot 2-member VXD team to 20**, expanding visual design capability.
- Designed brand experiences that increased average purchase conversion by **16%** and internal tools that reduced image-creation time by **87%**.

Education

Digital Psychology · Design Fundamentals



University of Wales Trinity Saint David, UK

(formerly University of Wales, UK)

- BA (Hons) in Digital Media
- 1st Division (2nd Class Honours)
- 2008 - 2011

Certifications

Design · Product · AI



Human Factors International (HFI)

- Certified Usability Analyst (CUA)
- May 2016



Outskill AI

- Generative AI Program for Professionals
- February 2026



Ideo.org (Acumen)

- Design Kit: Human-Centered Design
- May 2015



University of Virginia (Coursera.org)

- Product Management: Fundamentals
- Nov 2022