

Abhijay Dutta

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Summary

Product-focused designer with a strong technical foundation and experience designing end-to-end commerce and SaaS experiences for global clients. Proven ability to lead complex workflows from problem definition to execution, integrating AI-driven capabilities, data insights, and scalable design patterns. Adept at balancing customer needs, business outcomes, and technical constraints while collaborating closely with product, engineering, analytics, and marketing teams.

Core Skills

Product & UX Design:

End-to-End Product Design, Enterprise UX, Commerce & Billing Flows, Admin Experiences, User Journey Mapping, Information Architecture, Interaction Design, UX Writing, Design Systems, Accessibility, Visual Hierarchy, Storytelling

Research, Metrics & Outcomes:

Usability Testing, Qualitative Research, Funnel Analysis, Conversion Optimization, A/B Testing, Success Metrics Definition, Behavioral Analytics, Data-Informed Design

AI & Emerging Experiences:

AI-Assisted Workflows, Generative AI Interfaces, Prompt Design, Human-in-the-Loop Systems, AI Explainability in UX

Tools:

Figma, FigJam, Adobe XD, Jira, Confluence, Notion, Google Analytics, Hotjar, Shopify, Odoo

Experience

Abacus Digital Private Limited — Kolkata, India

Jan 2025 – Present

Technical Solutions Engineer

(Intern: Jan 2025 – Jul 2025 — Full-Time: Aug 2025 – Present)

- Led end-to-end design and delivery of commerce and SaaS experiences for multiple client products, spanning discovery, interaction design, validation, and post-launch optimization.
- Transitioned from execution-focused web development to a client-facing role owning experience strategy, solution design, and outcome measurement.
- Designed and demonstrated proof-of-concept solutions for subscription-based and e-commerce platforms, directly contributing to client conversion and deal closure.
- Partnered with Product, Sales, and Engineering teams to define workflows for billing, checkout, account management, and admin-facing dashboards.
- Analyzed user behavior, sales, and funnel data for high-traffic commerce platforms (five-figure monthly sessions), driving:
 - 20–30% session growth through improved discovery and navigation
 - 10–15% improvement in checkout completion via flow simplification
 - Measurable uplift in conversion rate and average order value
- Designed AI-assisted customer support and discovery experiences, including conversational interfaces and automated content workflows.
- Defined success metrics and evaluated design impact using both qualitative feedback and quantitative analytics.
- Facilitated cross-functional design discussions, synthesizing feedback from engineers, analysts, marketers, and clients to align on outcomes.

Go Bandanas — Luxembourg (Remote)
Web Developer & UI/UX Designer Intern

Sep 2024 – Nov 2024

- Designed end-to-end commerce journeys for a global pet lifestyle brand on Odoo, focusing on product discovery, cart, and checkout experiences.
- Established consistent visual patterns and interaction standards to improve usability and brand coherence.
- Iterated designs based on usability reviews and stakeholder feedback, improving customer satisfaction by approximately 25%.

Bharat Natural Elements Pvt. Ltd. — Bangalore, India
Web Technologist Intern

Mar 2024 – Jul 2024

- Designed and structured a complex product catalog with advanced filtering and scalable information architecture.
- Improved product discoverability and inquiry conversion, resulting in a 30% increase in inbound leads and 20% growth in sales within three months.

Perfect Career — Kolkata, India
Web Developer & UI/UX Designer

May 2023 – Jul 2023

- Designed and delivered an admissions platform used by 5,000+ users and 50+ institutions, handling complex form-based workflows.
- Reduced form completion time by 20% and increased completion rates by 25% through iterative UX improvements.

Education

University of Engineering and Management, Kolkata (8.0 CGPA)
B.Tech in Computer Science and Engineering (IoT)
Thesis: *Ensuring Security and Transparency in E-Voting Systems through Blockchain Technology*

May 2025