

# Abhijay Dutta

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## Summary

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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

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### 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

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**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

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**University of Engineering and Management, Kolkata (8.0 CGPA)**

May 2025

B.Tech in Computer Science and Engineering (IoT)

Thesis: *Ensuring Security and Transparency in E-Voting Systems through Blockchain Technology*