

MRIGANAV DEKA

Senior Product Designer | AI, Workflows & Design Systems specialist

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PROFESSIONAL SUMMARY

Senior Product Designer and software engineer with 8+ years of experience in enterprise SaaS, fintech, and B2B platforms, currently designing AI-driven features, search experiences, and generative systems at Bynder. I combine deep UX strategy with technical understanding to turn complex systems into intuitive, intelligent products. Over the past year, I've led AI Search, Bynder AI Agents, and Generative AI features, evolving our Design System to support AI-first UX patterns. Passionate about building human, explainable, and high-impact experiences that transform workflows and unlock business value.

WORK EXPERIENCE

Senior Product Designer | Bynder (B2B SaaS) Rotterdam, Netherlands | Mar 2022 – Present

- Led the **CXUC Repositioning** project for the homepage and key feature entry points, resulting in a direct increase of ARR from €4.6M to €11M by improving feature discoverability and user conversion paths.
- Pioneered the integration of **Generative AI (Gen AI)** and **AI Agent** features within the DAM platform, specifically focusing on complex workflows for content ingestion and management.
- Led the **design and strategy** for **AI Search UX**, introducing conversational and intent-based filtering that improved user efficiency by 25% and directly addressed long-tail query complexity.
- Developed and implemented **AI Design Principles** and **new components** within the existing Design System to properly articulate model confidence, explainability, and error states for machine learning-driven features.
- Spearheaded the design of critical **SaaS onboarding** and personalization flows, resulting in a 70% increase in time-to-value for new enterprise customers.
- Mentored junior designers, established design critique rituals, and fostered cross-functional alignment with engineering and product leadership.

Lead Product Designer | Doorbeen (B2B Tech Startup) Remote / India | Jan 2021 – Mar 2022

- Established the product vision and full-stack UX/UI for a B2B platform focused on the banking and retail sectors.
- Built a robust Design System and established Design Ops from the ground up, hiring and mentoring a distributed design team to ensure high-quality, scalable output and consistency.
- Designed complex, large-scale data visualization dashboards and workflows for enterprise clients, managing strict compliance and security requirements.

Senior Designer | Biometrica / Italy | Jan 2021 – Jan 2022

- Led end to end design process for creating mobile app and hardware device to calculate athletic performance through sweat.

UX/UI Designer | Advantage / Italy | Oct 2020 – Mar 2021

- Delivered ERP, CRM, and IIoT tools for Ferrari, Lavazza, and Dallara, merging research-driven design with technical constraints for production lines.

SKILLS

- AI & Machine Learning UX: AI Search, Generative UX, Conversational Interfaces, LLM Integration, Prompt Design, Explainable AI, Evaluation Loops
- Design Systems: Component Libraries, AI-Adapted UI States, Token Architecture, Documentation & Governance
- UX Strategy & Research: User-Centered Design, Data-Driven Decision-Making, Heuristic Evaluation, Experimentation
- Prototyping & Tools: Figma, Miro, React (UI handoff), Notion, Adobe Suite
- Cross-functional Collaboration: Product Strategy, Engineering Partnership, AI/ML Team Collaboration, KPI & Impact Measurement
- Domain Expertise: SaaS, Fintech, Financial Workflows, Embedded Platforms, API-first Design

EDUCATION

- MDes – Innovation, Strategy & Product Design | Istituto Europeo di Design, Milan
- B.E. – Software Engineering | SRM University, Chennai

LANGUAGES

English (Fluent) · Dutch (Basic) · Italian (B2) · Hindi, Assamese, Bengali