

# Saptarshi Biswas | UX Designer

Bangalore, India

Portfolio: [Saptarshi.Design](#)

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## Summary

- Spearheaded the UX design of LeadSquared’s new-gen reporting tool from inception to implementation, collaborating on GTM strategies and ensuring a successful market launch.
- Experienced in building B2B products in reporting & analytics and data visualization domain in Indian and US markets.

## Work Experience

**LeadSquared** | Bangalore, Karnataka

**UX Designer** (Apr 2024 - Present)

**Associate UX Designer** (Apr 2022 - Apr 2024)

**Intern - UX Designer** (Oct 2021 - Mar 2022)

- Led UX design of SIERA, LeadSquared next-gen reporting platform — replacing the legacy V1 solution and contributing to ~60% of upsell MRR across enterprise clients.**
  - As the 1st UX Designer hire for SIERA, scaled it from 0 to 1 & successfully launched it for open beta within just 3 months.
  - Designed end-to-end UX for the Report Builder, including features like advanced joins, sub-queries, and expression builder — aligned with North Star metrics and power-user needs.
  - Managed the design team and helped it to scale from 1 to 4 full-time designers.
  - Documented SIERA’s design and UI testing processes; led weekly design sessions to drive knowledge sharing, improve feedback culture, and raise the overall craft of the team.
- Shaped the modular dashboard and analytics-led feature improvements — boosting usage and enabling real-time visibility for decision-makers.**
  - Introduced a customizable, modular dashboard and dashboard builder, resulting in ~70% increase in Daily Active Users (DAU).
  - Conducted 30+ user interviews across India and the US; to gain valuable product insights and prioritize product enhancements.
  - Contributed to the implemented product analytics using tools such as Pendo, Hotjar to track feature clicks, trigger events, user journey funnel which helped us understand drop-off and user behavior. Significantly increasing the usage of report customisation features by 60%.

## Education

Kiit University, Bachelors in Electronics and Instrumentation Engg. (2017 - 2021)

## Skills

- User Research • Usability Testing • Heuristic Evaluation • Rapid Prototyping • Wireframing
- Interaction Design • Task Flows • Documentation & User Testing • Cross functional Collaboration

## Tools

- **Designing:** Adobe XD, Figma • **Testing & Analytics :** Maze, Useberry, Hotjar, Pendo • **Accessibility:** Axe, Wave
- **Documentation:** Notion, Coda, Google Suite

## Awards & Achievements

Spotlight Award (November 2021)