

# Atib Chowdhury

Principal Product Designer

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## Profile

With over 12 years of experience in UX and Product Design, I specialise in crafting aesthetically pleasing and functional applications, products, and services. My work spans sectors such as Big Data, AI, energy, social wellbeing, and financial services. I bring expertise in data visualisation, usability studies, user research, prototyping, storyboarding, visual design, and interaction design. Proficient in Figma, JIRA, and agile methodologies, I'm passionate about enhancing user experiences and contributing to meaningful and impactful missions.

## Skills Summary

**Design & Prototyping Tools:** Figma, Sketch, ProtoPie, Axure, Adobe Creative Suite

**Methodologies:** Agile, Design Sprints, User-Centered Design (UCD), Iterative Design, Usability Testing

**User Research:** Personas, User Journeys, Usability Testing, A/B Testing, Focus Groups, Interviews

**Data Visualisation:** Expertise in visualising complex financial data for intuitive user experiences

**Collaboration:** Cross-functional team leadership, Stakeholder Management

**Development:** HTML5, CSS3, JavaScript, Responsive design principles

**Industry Expertise:** Financial Services, NLP/ML, Energy, Social Wellbeing

## Current Experience

**August 2023 - Present** Principal Product Designer, LSEG (London Stock Exchange Group)

Spearheading the design for the Advance Trade Execution platform, aiming to unify trading functionalities within LSEG Workspace. Driving the creation of design standards and improving user experiences across financial services.

- Resumed work on the Advance Trade Execution platform, integrating various execution aspects.
- Co-created the design language and standards for trading within LSEG Workspace.
- Conducted comprehensive user research, prototyping, and visual design.
- Facilitated agile workflows and iterative design processes.
- Led projects from conception through development, ensuring elegant solutions for complex trading problems.
- Established agile methodologies, leading to iterative design improvements and better user feedback integration.

## Previous Experience

### December 2022 - August 2023 Senior Product Design Consultant, JP Morgan

Led design efforts for a portfolio analytics tool and loans financing platform, focusing on improving user engagement and understanding complex financial data.

- Designed user experiences for portfolio analytics and loans financing platforms.
- Conducted user research, prototyping, and iterative design.
- Provided mentorship to junior designers and facilitated knowledge transfer on financial terminology.
- Supported agile workflows, enhancing design sprints and iterative feedback.
- Supporting the UX Lead for the Portfolio Analytics programme, as the only member on the team with a financial background, I helped with breaking down financial jargon.

### June 2021 - December 2022 Senior UX Designer, Refinitiv / LSEG (London Stock Exchange Group)

I led the design of key financial tools, including Reuters Dealing (now Advanced Dealing), FX Aggregator, and Block Trade Analysis, focusing on improving traders' efficiency and market analysis. My work includes enhancing multi-institution trading, integrating algorithmic trading options, and developing tools for historical stock performance comparisons. I also contributed to incorporating NLP into the Reuters Dealing platform, improving the trading experience by seamlessly integrating chat, trading tickets, and blotters.

- Designed key financial tools, including FX Aggregator, Advanced Dealing, Block Trade Analysis, and Historical Returns Analysis, optimising trading efficiency and market analysis for users.
- Contributed to the integration of NLP functionalities into trading platforms, enhancing trade execution and data analysis through multiple interconnected features.
- Conducted comprehensive user research, prototyping, and iterative design to refine and enhance the user experience.
- Collaborated closely with stakeholders, managing design projects from concept through to development handover, and contributing to the design library with innovative solutions.
- Organised and facilitated cross-functional collaboration with team members and senior stakeholders to ensure alignment on objectives and priorities.
- Proficient in working within an agile methodology, leading design sprints with regular reviews, demos, and iterative improvements.
- Analysed user feedback and activity to iterate on designs, continuously improving usability and overall user satisfaction.
- Created and maintained JIRA stories, breaking down complex requirements into actionable tasks for development.
- Led pre-planning and planning sessions to ensure smooth execution of design and development stories, driving project success from inception to delivery.

#### December 2016 - June 2021 UX Designer, Citigroup

Contributed and led design for key trading tools with the Citi Velocity platform, improving trading efficiency and user experience. Developed a visual style guide and collaborated with stakeholders to ensure consistency and drive user satisfaction.

- Led high-impact projects for the Rates team, including Market Monitor, Sales Pricer, and NLP-based recommendation systems, enhancing trading efficiency and decision-making.
- Collaborated with stakeholders and cross-functional teams to refine product visions using storyboarding, wire-framing, and prototyping.
- Worked with product and engineering teams to balance user needs and technical feasibility.
- Acted as a key liaison between design, development, and business teams, managing requirements and facilitating communication to drive project success.
- Mentored junior designers, providing guidance on design best practices and supporting their professional growth.
- Contributed to the design of internal tools, aligning with company goals and user requirements.

#### November 2016 - January 2019 Consultant, Avanade/ Infusion.

Provided UX design consultancy at Citigroup, contributing to various financial services projects post-Avanade's acquisition of Infusion.

#### December 2015 - November 2016 UX Designer & UI Developer, BBOX Ltd.

Led the redesign of a CRM system for off-grid solar energy users in developing countries such as Rwanda, Kenya and Uganda, ensuring accessibility and usability for first-time computer users.

- Conducted full UX design cycles, user testing workshops, and developed front-end solutions.
- Learnt Kinyarwanda to better understand user needs and enhance communication.

#### October 2014 - November 2015 UX Designer & UI Developer, WEX Inc.

Spearheaded UI refactoring and ensured intuitive user experiences across WEX's product suite, aligning with the overall design strategy. Collaborated closely with the product team to define functional requirements and review designs.

#### August 2014 - October 2014 Junior Developer, Coupons Inc

Developed Facebook applications and prototyped new application concepts using client-side technologies, ensuring compliance with platform guidelines.

#### July 2013 - July 2014 UX Designer & UI Developer, Retechnica

Focused on solving interaction design problems and presenting design concepts through various prototyping methods. As well as leading UI refactoring efforts to enhance user experience.

## Projects

### February 2019 - June 2021 UX Consultant/Director, Pummello Limited

Provided UX design consultancy services, focusing on delivering high-quality design solutions for financial platforms.

### October 2017 - February 2019 (Weekends) UX Designer & UI Developer, Somnia

As part of the founding team, I focused on creating user journeys, prototypes, and information architecture to refine early-stage product ideas. I also conducted user research, usability testing, and developed web applications while confidently presenting design concepts through wireframes and storyboards.

### June 2015 - March 2019 Team Lead / Member, the XDs (Experience Design Group)

Led UX design workshops and hackathons, focusing on social impact projects tackling issues like depression, health, and wellbeing.

- Led and collaborated with a diverse team of UX designers, visual designers, researchers, strategists, business analysts, and psychologists.
- Organised and facilitated UX design workshops focused on tackling social issues such as depression, sleep, anxiety, health and wellbeing, and young people living with HIV.
- Ideated design solutions and ran design hackathons, addressing complex social problems through innovative design.
- Contributed to the full UX design cycle, including persona creation, user journeys, empathy maps, and developing low- and high-fidelity wireframes and prototypes (using InVision or HTML).
- Conducted usability testing to refine and optimise designs based on user feedback.
- Helped craft business cases for pitch presentations to investors, securing funding for design solutions that addressed real-world challenges.
- Developed leadership and collaboration skills by working with cross-functional teams to deliver impactful, design-driven solutions.

### March 2015 - November 2016 Founder / UX Designer & UI Developer, A&A.C. Creative

I developed web applications with a mobile-first approach, ensuring optimal user experiences across devices. Additionally, I managed client engagements, collaborating closely to provide tailored design solutions that aligned with their specific needs and objectives.

## Education

University College London (UCL)  
Pg.Cert. in Computer Science  
September 2011 – September 2012

University of Hull  
BA (Hons) in History and Archaeology  
September 2008 – July 2011