Sourav Das

Product Designer | **6+ Yrs Exp**

I am a full-time product designer and a part-time traveller with an experience of 6+ years crafting seamless user-centric design solutions for AR and AI products with a user base of over 100 million. When I'm not designing, I can be found searching for the best street food or exploring local hotspots.

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Experience ⤵

QuillBot - AI writing platform

Product Designer, Apr 2023 - Sep 2024

- By collaborating with PM, engineers and other stakeholders, I boosted the Chrome Extension installation rate by 400%, by understanding user needs through A/B testing and moderated qualitative research. *View case study*
- Enhanced the Grammar checker product experience and user retention by designing features like Writing Score, improved editor and introducing sentence tone feature. *View case study*
- Boosted user subscriptions by 11.1% from monthly to annual plans by effectively communicating the premium benefits and enhancing CRO.
- Contributed to the development of robust Design System that enhanced consistency and efficiency across products.

Experience Designer, Mar 2021 - Mar 2023

- Designed and launched Citation Generator platform from ground up.
- Designed and implemented a sleek Dark Mode for the entire website across all products.
- Revamped the Grammar Checker platform for an improved user experience by introducing reasoning for error and sentence suggestions.

Playshifu - AR based educational games

UX/UI Designer, Dec 2018 - Sep 2020

- Led the design of Orboot Dino, focusing on engaging storytelling and intuitive interaction design, which achieved a 4.7/5 rating on iOS and significantly boosted user engagement. *View case study*
- Designed engaging AR gaming experiences for Orboot Mars product, which led to a 4/5 rating on iOS and increased sale. *View case study*

Portfolio below

UX Case Studies

Visual Design Portfolio

Skills

UX design
UI design
Product design
User interview
Responsive design
Wireframing
Design system
Rapid prototyping
User flow
Branding
Micro animation
Interaction design
Illustrations
Visual design
Typography

Tools

Figma
Illustrator
Adobe XD
Photoshop
Slack
Notion
Amplitude

Education

B.Sc. Digital Media
Annamalai University

Porter - Logistics

Communication Designer, Aug 2018 - Dec 2018

Developed impactful illustrations and creatives for digital marketing across platforms like Google, social media, and the Porter website. Enhanced brand visibility, ensured intuitive design, effectively communicated brand messaging, and drove user engagement.

Velankani Group - Design agency

Graphic Designer, Jul 2016 - Aug 2018

Led compelling branding identities, packaging, and marketing collateral for both print and digital media for several brands, enhancing product visibility and market appeal.

Hobbies

Traveling, sketching exploring street food, music