

Amitesh Debnath

📍 Bangalore, Karnataka, India 📩 amiteshdebnath98@gmail.com ☎ +91-7003323174 💬 in/amiteshdebnath 🌐 www.archisapien.xyz

EXPERIENCE

Senior UX Designer

Netradyne

January 2025 - Present, Bengaluru

- Implemented structured design systems using component libraries and design tokens, ensuring consistent user interface patterns across multiple applications, **reducing design inconsistencies by 35% and cutting UI review cycles by 20%**.
- Reduced redundant design tasks by structuring reusable component libraries within company design systems, **saving ~25% of design time per feature and accelerating product release timelines by 15%**.
- Led compliance management within design systems, embedding accessibility and regulatory standards into global product workflows, which enabled rollout across 5+ international markets while **ensuring regional compliance and inclusive user experiences**.
- Engineered cross-platform design frameworks by aligning UI patterns and accessibility standards with evolving product requirements, **increasing component adoption by 40% and improving developer handoff efficiency by 30%** across Netradyne's suite.

UX Designer

Netradyne

July 2022 - December 2024, Bengaluru

- Designed and shipped end-to-end products across three applications serving both front-line operators and backend fleet management teams, driving measurable improvements in operational efficiency.
- Partnered with senior executives and cross-functional teams (engineering, analytics, and product management) to align design execution with strategic business objectives.
- Delivered globally scalable solutions adopted across multiple geographies, strengthening the company's international market presence and supporting expansion into new regions.
- Influenced product strategy by collaborating closely with leadership on roadmap definition, feature prioritization, and user experience initiatives that improved customer engagement.

Experience Designer

HumanX (UX Agency)

June 2021 - May 2022, Mumbai

- Led UX design for Kellogg's sales analytics dashboard, improving data visualization and streamlining workflows, which reduced reporting time for sales teams by 25%.
- Designed a customer dashboard for SBI Mutual Fund's browser platform, enhancing navigation and overall usability, contributing to a 15% increase in customer self-service adoption.
- Created engaging user experiences for Aha OTT, shaping core entertainment streaming interactions to improve content discovery and viewer retention.
- Contributed to Amazon Mini TV's high-stakes pitch, designing user experience concepts through wireframes and prototypes that helped secure stakeholder alignment and move the proposal forward to final review.
- Redesigned onboarding flows for a mobile finance client, restructuring information architecture and usability, resulting in faster sign-up completion rates and improved first-week retention by 18%.

EDUCATION

Bachelor of Architecture

Indian Institute of Engineering Science and Technology (IIEST), Shibpur • Kolkata, West Bengal • 2021

- Top Finalist in National Architecture Student Competition 2020 by Instdag – shortlisted among top 15 projects across India.

SKILLS

Interaction design, IA, user flows, wireframing, usability testing, product strategy, metrics-driven design, design systems, system governance, component libraries, tokenization, accessibility (WCAG), Mixpanel analysis, functional-parity checks, Storybook and React-aligned workflows, Figma Make automation, Claude CLI-assisted development, prompt AI prototyping, and cross-functional collaboration across engineering, PM, and analytics within SaaS and enterprise products.