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**

- **Translated complex business requirements** from diverse industries into cohesive, user-centered visual experiences, leveraging interactive prototyping and usability testing to validate solutions.
- **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 Insdag - shortlisted among top 15 projects across India.

SKILLS

Story Telling, Design systems and management, Component libraries and tokenization, Product analysis with Mixpanel, Affinity mapping, Card sorting, Functional parity analysis, working in SaaS Enterprise for 4 years.

React.js (prompt engineering using Claude CLI), Storybook integration