

# Amitesh Debnath

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## EXPERIENCE

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### 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

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### Bachelor of Architecture

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

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

## SKILLS

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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.