

Dipayan Das

PRODUCT DESIGNER

A design passionate, obsessed with solving problems,
bridging gaps between user & their goals.

WORK EXPERIENCE

RELIANCE INDUSTRIES

Product Design Lead | Manager | 2022 - Present

- Designed a comprehensive design system & brand documentation, streamlining processes to enhance efficiency.
- Crafted a meticulously curated Editorial experience, resulting in significant increases in user retention by 8.2%.
- Provided mentorship fostering growth & talent development within the team and across departments.
- Executed over 5 campaigns with an omni-channel approach, seamless brand experience across all touch points.
- Collaborated closely with leadership to establish industry-leading benchmarks for experience & design.

TREEBO HOTELS

Principal Product Designer | 2021 – 2022

- Crafted B2C platform that not only elevated brand prominence but also revolutionised the user experience.
- Designed PMS system for B2B2C users that helped the organisation to onboard new clients and bag investments.
- Designed a comprehensive design system & brand documentation, streamlining processes to enhance efficiency.
- Facilitated design thinking workshops that served as catalysts for product team to envision scope & aspirations.

DELOITTE INDIA

Senior Design Consultant | 2019 –2022

- Orchestrated and spearheaded 25+ projects while fostering seamless collaboration across multifaceted teams.
- Played a role of design lead from conceptualisation to execution in a landmark telco merger project with 300m users.
- Worked on a diverse range on products – AgroTech, Automobile, Fintech, Telco, IOT
- Onboarded numerous esteemed clients through personalised engagement, show casing the breadth and depth of our creative expertise and aspirations.

ATHER ENERGY

Product Designer | 2017 –2019

- Designed India's First ‘Buy a EV’ online experience right from onboarding to delivery of the vehicle.
- Designed charging infrastructure application that has garnered an impressive user base of 80,000 active users.
- Designed multiple business tools which aids in streamlined workflows & facilitated data-driven decision-making.
- A milestone achievement in design that has garnered widespread acclaim – through meticulous attention to detail.
- Conducted ground research on EV mindset which helped us to improve product.
- Learnt how to make a design system and implemented it

THE BOLD CREATIVE

Communication Designer/ UIUX | 2016 -2017

- Engaged in a multifaceted exploration of design across diverse domains, including UI/UX, communication design, and photography. By immersing myself in these varied disciplines, I've honed a comprehensive skill set that allows me to approach challenges from multiple perspectives and deliver holistic solutions.

SKILLS

Design

Wire-framing
Visual Designs
Prototyping
Design System
Motion Graphics
Communication Design

Research

Competitive Analysis
Heuristic Evaluation
Persona
Story Boarding
User Flows
Information Architecture
Usability Testing

Art Direction

Design Strategy
Design thinking workshop
Project Management
Branding
Photography & Film

Softwares

Figma
Invision
Miro
Adobe Suite
Axure
Hotjar
Google Analytics

EDUCATION

College

National Institute of creative communication
Specialisation : User Experience & Interface
GPA: 8.1 /10

High Schoool

BMS
Specialisation : Eco, Stat & Maths
Percentile: 72%

HONOURS

President Award (2x)

Performance Award of the Year, Deloitte

Dot of fame (5x)

Performance Award, Deloitte

Digital Champion

Performance Award, Vodafone Asia

Impact the Dot (2x)

Team Management Skills, Deloitte India

DESIGN PORTFOLIO

🌐 <https://www.dipayan.info/>

My last 8 years have been a dynamic journey through diverse range of projects. Please visit the link to view some of them.