

# 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

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