

MRINMOY NATH

PRODUCT DESIGN PRACTITIONER

mrinmoynathportfolio.netlify.app/

User-centered problem solver with [X] years of experience in designing B2B SaaS products, data analytics dashboards, enterprise applications, and customer experience platforms. Adept at leading cross-functional teams, defining design strategies, and delivering intuitive, scalable, and high-impact user experiences. Passionate about systems thinking, information architecture, and cross-product interaction models

Industry Experience

Dec 2023 – Jan 2025

Hevo

Sr. Product Designer

- Designed and developed a real-time Observability Dashboard for a leading ETL B2B SaaS platform, enabling Data Engineers to monitor, diagnose, and optimize data pipelines effectively.
- Enhanced error diagnostics and performance analytics, reducing debugging time by 40% and improving pipeline uptime.
- Spearheaded data visualization and UX patterns that streamlined complex data interactions, ensuring actionable insights for end-users.
- Managed KTLO (Keep the Lights On) efforts, including the merging of two versions (H1 and H2) to streamline product evolution.
- Worked on connectors for both sources like S3 and Salesforce and destinations like Google BigQuery and Snowflake.
- Contributed to multiple small projects, ensuring consistency and usability improvements across the platform

Apr 2023 – Sep 2023

Fynley

Co-founder

Founded and led a B2B SaaS startup to make the customer interaction data more accessible to UX researchers to create meaningful insights, and share with relevant stakeholders to make impactful decisions.

Jun 2019 – Apr 2023

Whatfix

Sr. Product Designer

- Led multiple projects across various teams, collaborating with researchers, designers, engineers, and PMs to improve the product suite.
- Designed solutions for Content Lifecycle Management, Auto Testing, and Product Analytics, increasing product adoption and efficiency.
- Initiated and led the Information Architecture Charter, collaborating with two designers and a UX researcher to improve product discoverability and usability.
- Architected cross-product interaction models to ensure seamless and cohesive user experiences across multiple in the suite.

Aug 2017 – Mar 2023

CGI

UX Designer

- Designed the Contract Management Platform for an external enterprise client, streamlining document workflows and approvals.
- Led multiple secondary research and design projects for CGI products, focusing on improving usability and engagement.
- Collaborated with technical architects and engineering leaders to enhance employee experience solutions within the organization

Academia

2015 – 2017

Masters in Design(MDes)

IIT Guwahati

- Design research and design management
- Interaction design and information architecture
- Visual design, information design and cognitive ergonomics

2011 – 2015

B. Tech, Electronics & communication

North Eastern Regional Institute of Science & Technology(NERIST)

- Semiconductor physics
- Network system and signal processing
- Digital Electronics