

Satyajit Das

Lead Product Designer | uxdsat.com
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Location preference: Remote

HOW I WORK | Designing products since 2016

I reverse-engineer chaos into systems that feel obvious in hindsight. Almost a decade designing data heavy SaaS where one notification lifted completion by 34% and a redesign pushed feedback timeliness from 58% to 87%. I map the problem, work with the team, design for clarity, ship fast, admit what is not working, and measure impact until it sings. I help teams level up, move faster, and grow without drowning in confusion.

WHAT I BUILD | Featured Product Leadership

Lead Product Designer | BCG | Contract (Extended)
Delhi, Remote | Nov 2024 - Nov 2025 | Case: uxdsat.com/bcg

BCG's career development workflows lived across scattered Workday screens and internal tools. No PRD. No single source of truth.

I made it a system instead of a scavenger hunt.

- Task completion jumped 34% because people finally knew what to do
- Feedback timeliness went from 58% to 87% after fixing notification logic
- Support tickets dropped 41% because the UI stopped confusing people
- One adaptive dashboard for 7 roles so nobody had to guess their status
- Built 100+ components with scalable tokens across devices

Senior Product Designer | Appsmith Inc.

SF, Remote | Sep 2021 - Sep 2022 | Case: uxdsat.com/appsmith

Appsmith is home to 50K+ developers, but the builder looked like 42 widgets that came from 42 different planets. It was functional, but chaotic. I rebuilt the experience so developers felt the product was actually one product.

- Customer satisfaction up 65% after cleaning the builder and widgets
- Inconsistencies down 73% after redesigning the entire design system
- Shipped 40+ production widgets after real-world testing with devs
- Built design kit, documentation, processes and everything from scratch
- Re-architected the most broken area (Table widget) without breaking dev velocity

HIGHLIGHT

34% higher task completion at BCG

73% fewer inconsistencies at Appsmith

27% churn reduction at Swym

5,000+ users in first year at Fireflies

30% retention lift at Otto Vet

SKILLS

Tech Stack

Figma, Adobe Suite, Notion, Dovetail, LLMs, Spreadsheets

Research & Strategy

UX Research, JTBD, analytics, A/B testing, customer journey mapping, competitor analysis

UX & Product

Designing interfaces for AI agents, Interaction design, IA, prototyping, Complex workflow design and mapping

Design Systems

Component architecture, design tokens, documentation, scalable patterns

Lead Product Designer / Fireflies AI

SF, Remote | June 2018 - Sep 2021 | Case: uxdsat.com/firefliesai

Zero to Series A. No template. No playbook. Just a market need. I designed the core of Fireflies: transcription UX, summary flows, and the product story investors bought into.

- Grew to 5,000+ users in the first year
- Onboarding redesign improved retention 20%
- Designed the UX story and visuals used in Series A pitch
- Full end-to-end research: JTBD, competitive, workflow mapping
- Shipped designs within tech limits of early-stage voice AI

SYSTEMS & SCALING | Specialized Consulting

Sr. Product Designer / Tide

Hyderabad, Hybrid | May 2023 - Dec 2023

Design System 2.0 for a massive fintech org. My work made the system something designers could actually build with.

- Token-based foundation adopted across 30+ teams
- New documentation cut onboarding time by 40%
- Upgraded legacy components to modern, scalable patterns

Sr. Product Designer / SwymCorp | Contract

SF, Remote | Oct 2022 - April 2023

Swym's flagship Wishlist plus app onboarding redesign.

- Monthly churn down 27% through checkout and personalization redesign
- Worked with sales, product, and support to align UX with revenue goals

Product Designer / Otto Vet | Contract (Extended)

Texas, Remote | Jan 2019 - May 2021

Tele-veterinary platform. Built from scratch. Complex workflows, stressed vets, time pressure. I simplified the whole system with CTO.

- Retention up 31% in two months, appointment friction down 43%
- Interviewed 50+ vets to understand real pain points
- Custom education visuals increased comprehension 25%

Process

Agile, Kanban, cross functional collaboration, technical feasibility alignment

EDUCATION

HCI – Human Computer Interaction

Aptech | 2013 – 2014

B.Sc Geography

University of Burdwan | 2007 – 2009

Diploma in Fine Arts

SSSP Kolkata | 2004 – 2007

INTERESTS

IoT, drone piloting

Automation systems

AI powered smart home

HVAC systems

Independent R&D projects