

# Arghya Ghosh Dastidar

## Staff Product Designer · UX Research & Design Leadership

Design and research leader with 12 years shaping AI-powered enterprise and field products. I own 0-to-1 research roadmaps, set UX standards and governance, and coach senior designers — turning ambiguous questions into shipped, trusted experiences.

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## WORK EXPERIENCE

### Sr./Staff Product Designer · UX Research & Design

Bayer Pharma | Feb 2022 – Present | Bengaluru

- Cut task abandonment on a multi-modal **GenAI assistant**, by owning its multi-phase research roadmap.
- Closed LLM trust gaps — via evaluative studies that became explainable guardrails and **design-QA criteria**.
- **Championed AI-assisted prototyping as a team capability, setting the quality bar for its use.**
- Established **UX governance** for AI features — review standards and **DesignOps adoption guidance**.
- **Coached senior designers, raising decision quality through structured read-outs and critique rubrics.**
- Raised HCP campaign engagement **30%**, by leading generative research and a cross-functional redesign.

### Sr./Staff Product Designer · UX Research & Design

Bayer CropScience | Jan 2021 – Jan 2022 | Bengaluru

- Drove adoption of an **offline-first** mobile interface, through ethnographic field research with farmers.
- Raised prototyping velocity **50%**, by leading remote usability testing and simplifying the IA.

### Senior UX Designer · UX Research & Design

Unbxd | Jan 2019 – Dec 2020 | Bengaluru

- Architected a multi-tenant search system and its **reusable patterns**, from foundational merchandiser research.
- Cut onboarding latency **40%** and lifted month-one retention **25%**, via evaluative usability research.

### Senior Product Designer · UX Research & Design

Honeywell | Oct 2015 – Oct 2018 | Bengaluru

- Cut design and engineering rework **50%**, by architecting a component-based **design system**.
- Set token standards and the review process to govern adoption across teams.

### 3D Lead · Arvind | Feb 2014 – Sep 2015

- Led a team of 4 on 3D batch rendering for garment personalization.

### Visual Designer · Wow Labz | Nov 2013 – Jan 2014

- Built UI components and visual assets across web and mobile.

## SELECTED IMPACT

**30%**

HCP campaign engagement — Bayer Pharma

**50%**

Faster prototyping — CropScience

**40%**

Lower onboarding latency — Unbxd

**25%**

Month-one retention lift — Unbxd

**50%**

Less design/eng rework — Honeywell

**12 yrs**

Research & design leadership

## SKILLS

### Research & Strategy

Roadmap ownership · Foundational, generative & evaluative research · Contextual inquiry · Ethnographic studies · Usability testing · Journey mapping

### Leadership & Governance

UX governance · Design-system direction · Coaching & critique culture · DesignOps

### AI & Innovation

GenAI / LLM UX · AI-assisted prototyping · Design QA · Responsible-AI guardrails

### Design & Prototyping

Interface & visual design · Interactive prototyping · Heuristic analysis · Figma / Figma AI

### Additional

Accessible & inclusive design · Six Sigma · Front-end fundamentals (React/HTML/CSS)

## EDUCATION

### Bachelor's in Design

Symbiosis Institute of Design · 2009–2013

### Diploma in Animation

Webel Toonz Academy · 2006–2007