

Arghya Ghosh Dastidar

Senior Product Designer with 12 years of experience architecting scalable design systems and AI-driven enterprise solutions that bridge the gap between complex user workflows and technical backend infrastructures

Portfolio :

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Education

Bachelor's in Design

April 2009 - 2013

Symbiosis Institute of design

Diploma in animation

Dec 2006 - 2007

Webel Toonz Academy

Courses

- Introduction to Front-End Development (React., html, css)
- Six sigma

Skills

Interface Design

Heuristic Analysis

Visual Design

Prototyping

Usability Testing

UX Research

Card Sorting

User Interviews

Competitor Analysis

Journey Mapping

User Scenarios

Interactive Prototypes

AI-assisted and Data-driven

Experiences

Industry Experience



Senior / Staff Product Designer- Bayer pharma (Bangalore,India)
Feb 2022 - Present

Project: Enterprise AI Conversational Assistant

- **Multi-modal AI Experience Architecture:** Led the UX architecture for a voice- and chat-based AI assistant by defining intent hierarchies, conversation flows, and fallback patterns, and aligning them with backend sales data systems to support real-world field representative workflows
- **LLM-Aware Conversational UX & Compliance:** Designed conversational UX patterns for LLM-powered assistants, defining guardrails for trust, explainability, and data privacy to meet strict pharmaceutical compliance requirements.
- **Latency-Aware Voice UX & Feedback Systems:** Refined interaction flows for hands-free, in-car usage by designing latency-tolerant voice interactions, progressive feedback cues, and recovery states optimized for high-noise environments.

Project: Data-Driven Campaign Management Platform

- **UX Architecture, Wireframing & Modular Design:** Re-architected a complex campaign management web application by defining the experience architecture through **low-fidelity wireframes**, evolving into high-fidelity, systemized layouts and modular UI templates aligned with a React-based component system, accelerating front-end development and scalability.
- **API-Integrated UX & Experimentation:** Partnered with backend and data science teams to shape API-integrated HCP tracking flows and define UX integration points for automated A/B testing, analytics, and post-deploy measurement.
- **Deployment, Adoption & Impact:** Supported design-to-production handoff through detailed specs, states, and edge-case definitions, driving successful deployment and a 30% increase in user engagement through configuration-driven creation workflows and feedback-led iteration



Senior Designer- Bayer Cropsience (Bangalore,India)
Jan 2021 - Jan 2022

- **Architecture & Logic:** Designed a localized architecture for direct market access, ensuring high performance in low-connectivity environments through optimized mobile UI.
- **Technical Stack:** Useberry, Figma Prototypes, Remote Usability Testing Platforms — driving a **50% increase** in prototyping efficiency in distributed environments.
- **Research Integration:** Built data-backed Personas and Journey Maps to translate complex crop data and market trends into digestible mobile insights.



Senior UX Designer - Unbxd (Bangalore,India)
Jan 2019 - Dec 2020

- **API-Driven Information Architecture:** Engineered the Information Architecture (IA) and complex workflows for a high-concurrency search console, mapping front-end user actions to RESTful API structures for seamless multi-tenant content distribution.
- **Search Relevancy Logic Integration:** Designed administrative interfaces that integrated search-engine query logic directly into the UX, enabling real-time configuration of synonyms and boosting rules, which reduced manual onboarding latency by 40%.
- **Data Schema Visualization & Scalability:** Optimized the visualization of large-scale Product Information Management (PIM) data schemas, leveraging user research and journey mapping to drive a 25% increase in customer retention within the first month



Senior Product Designer - Honeywell (Bangalore,India)
Oct 2015 - Oct 2018

- **Systemic Design:** Architected a component-based Design System for a centralized Dealer Management System (DMS) in the EMEA market.
- **Technical Specs:** Standardized design tokens and documentation specs, reducing engineering redundancy and design effort by 50% while ensuring technical parity.



3D Lead - Arvind (Bangalore,India)
Feb 2014 - Sep 2015

Led a team of 4 to implement 3D batch rendering on the CREYATE platform, revolutionizing garment personalization and ensuring timely delivery of custom creations.



Visual Designer - Wow Labz (Bangalore,India)
Feb 2014 - Sep 2015

Led a team of 4 to implement 3D batch rendering on the CREYATE platform, revolutionizing garment personalization and ensuring timely delivery of custom creations.