

Arghya Ghosh Dastidar

I am a full-stack Senior Product Designer and UX Researcher with 12 years of experience architecting scalable design systems and AI-driven enterprise solutions, practiced in Lean UX methods — remote moderated/unmoderated testing, in-field intercepts, and e-commerce retail research — with a commitment to accessible, inclusive design.

Industry Experience



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

Project: Enterprise AI Conversational Assistant

- **Cross-Functional UX Orchestration:** Led cross-functional research with data scientists, engineers, and compliance leads to map user intent gaps — informing a multi-modal AI assistant architecture that reduced task abandonment in early testing.
- **LLM UX & Compliance:** Conducted moderated usability studies and LLM interaction analysis to identify trust breakdowns, translating findings with legal and product teams into explainable conversational guardrails meeting pharma-grade privacy standards.
- **UX Research Methods:** Facilitated contextual inquiry in high-noise field environments with sales reps, synthesising latency and error-recovery insights to lead a cross-functional UX, voice engineering, and QA team in delivering a reliable hands-free workflow.

Project: Data-Driven Campaign Management Platform

- **Design Systems:** Interviewed HCP marketing teams to surface campaign configuration friction, leading a cross-functional squad to redesign the system — improving engagement by 30%.
- **API & Experimentation:** Synthesised A/B testing and behavioural data with analytics teams, turning quantitative findings into UX recommendations that shaped the experimentation roadmap.
- **Handoff & Impact:** Facilitated stakeholder workshops with PMs and engineers, delivering research-backed specs that streamlined handoff and accelerated delivery.



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

- **Research :** Conducted field research with farmers and agronomists in rural markets to surface access barriers, guiding a cross-functional team to build an optimised offline-first mobile interface.
- **Efficiency:** Led remote usability testing with Figma prototypes, sharing synthesis findings with design and product teams to cut iteration cycles and speed prototyping velocity by 50%.
- **Mapping:** Applied persona development and journey mapping to decode complex crop data behaviours, presenting insights to product leadership to drive a simplified mobile information architecture.



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

- **Strategic and research:** Researched retail merchandiser workflows with cross-functional teams to architect a scalable multi-tenant search system.
- **Technical UX:** Shadowed onboarding admin users to identify drop-offs, synthesising findings that cut onboarding latency by 40%.
- **Research-Driven Impact:** Benchmarked and concept-tested with retail clients, presenting insights that boosted month-one retention by 25%.



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

- **Systemic Design:** Led stakeholder interviews and design audits across EMEA dealer teams, presenting findings to engineering and product leadership to build a component-based Design System — cutting redundancy by 50%.
- **Workshops :** Facilitated cross-functional workshops with engineers and PMs to establish design token standards and documentation protocols, ensuring technical parity across regional teams.
- **Technical Specs:** Standardized design tokens and documentation specs, reducing engineering redundancy and design effort by 50% while ensuring technical parity.

www.experiencewitharghya.com

Phone - +91 7829857631

@Email -id @ linkedin.com



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)
Nov 2013- Jan 2014

Collaborated with product and development teams to craft pixel-perfect visual design assets and UI components, translating brand guidelines into consistent, scalable interface elements across web and mobile products.

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