

# Arghya Dastidar

I am full-stack 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

[www.experiencewitharghya.com](http://www.experiencewitharghya.com)

Phone - +91 7829857631

@Email-id @ linkedin.com

## Work Experience



### Senior Product Designer- Bayer (B2B in Pharma AND B2C in Cropsience)

Jan 2021 - Present | (Bangalore,India)

- Orchestrated GenAI experience strategy, reducing task abandonment through a data-driven, multi-phase research-to-delivery roadmap.
- Boosted HCP campaign engagement by 30% by aligning cross-functional stakeholders around generative user personas and iterative redesign.
- Cut concept-to-validation time by 50% by building an AI-augmented prototyping ecosystem and setting organizational quality standards.
- Engineered LLM trust and adoption by translating evaluative research into explainable, guardrail-driven design-QA criteria.
- Matured DesignOps & Governance by implementing enterprise-wide critique rubrics and scaling senior-level talent development.
- Accelerated testing cycles by 50% by architecting lean information architecture and streamlining remote research operations.
- Drove field-tool adoption by grounding complex mobile ecosystems in ethnographic insights, directly increasing active user metrics.



### Senior UX Designer - Unboxd | (Bangalore,India)

Jan 2019 - Dec 2020

- Cut onboarding latency 40% and lifted month-one retention 25%, as measured by activation and retention analytics, by running evaluative usability research and redesigning core UI flows.
- Architected a multi-tenant search experience and a reusable wireframe/UI pattern library, as measured by reuse across tenant teams, by leading foundational merchandiser research in an Agile environment.



### Senior Product Designer - Honeywell | (Bangalore,India)

Oct 2015 - Oct 2018

- Reduced design and engineering rework 50%, as measured by handoff-to-build defect rate, by architecting a component-based design system with standardized UI components and wireframe templates.
- Drove design-system adoption across teams, as measured by component reuse, by setting token standards and a governance/review process.



### 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

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

## Education

### Bachelor's in Design

April 2009 - 2013

Symbiosis Institute of design

### Diploma in animation

Dec 2006 - 2007

Webel Toonz Academy

## Courses

- Accessible & inclusive design
- Introduction to Front-End Development (React., html, css)
- Six sigma

## 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

### Design & Prototyping

Interface & visual design

Interactive prototyping

Heuristic analysis

Figma Make and Figma design

### AI & Innovation

GenAI / LLM UX

AI-assisted prototyping

Design QA

Responsible-AI guardrails