

Arghya Ghosh 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

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Industry Experience


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

Project: Enterprise AI Conversational Assistant

- **Cross-Functional UX Orchestration:** Led data and design teams to architect a multi-modal AI assistant, mapping complex intent hierarchies seamlessly to backend enterprise systems.
- **LLM UX & Compliance:** Designed explainable LLM conversational patterns with robust guardrails, ensuring strict adherence to pharma-grade privacy and trust.
- **Resilient Voice UX:** Engineered latency-tolerant, hands-free in-car workflows utilizing progressive feedback and recovery for high-noise environments.

Project: Data-Driven Campaign Management Platform

- **Design Systems:** Re-architected a campaign management platform into a modular, React-aligned UI system — scaling dev velocity.
- **API & Experimentation:** Shaped HCP tracking flows and UX hooks for A/B testing and analytics with backend and data science teams.
- **Handoff & Impact:** Shipped detailed specs and iterated on configuration-driven workflows — +30% engagement.

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

- **Architecture:** Built an optimized, low-connectivity mobile UI for direct market access.
- **Efficiency:** Sped up prototyping by 50% utilizing Figma and remote usability testing.
- **Research:** Simplified complex crop/market data into clear mobile insights using personas and journey maps.

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


- **Scalable IA:** Engineered multi-tenant search workflows by mapping front-end UX directly to RESTful APIs.
- **Technical UX:** Integrated search-engine query logic into admin tools, cutting onboarding latency by 40%.
- **Research-Driven Impact:** Streamlined large-scale PIM data visualization, boosting month-one customer retention by 25%.

 **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)
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

- 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