



SANDIPTA PRADHAN

Senior Product Designer
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PROFESSIONAL SUMMARY

Senior Product Designer with 15 years of experience designing complex B2B/SaaS/Enterprise digital products, and experiences across Financial Services, Healthcare, Supply Chain, eCommerce, and AI-powered ecosystems.

Proven expertise in leading end-to-end product design initiatives from discovery through delivery, including user research, information architecture, journey mapping, workflow design, wireframing, fully functional prototyping, usability testing, Interaction (microinteractions, motion graphics) and visual design. Experienced both in design execution and transforming complex business and user requirements into intuitive, scalable, and impactful digital experiences.

Specialized in AI-powered workflows, decision-support systems, conversational experiences, and enterprise ecosystems, with deep expertise in UX principles, and scalable design patterns that enable consistency across products and teams.

Passionate about building scalable design frameworks, mentoring teams, advancing design maturity, and creating accessible, user-centered experiences in Agile product environments.

CORE SKILLS

Design Leadership & Strategy

Design Vision, UX Strategy, Systems Thinking, Product Innovation, Enterprise/B2B, SaaS platforms, Complex Data Dashboards, Design Thinking, Double Diamond, Lean UX, Human-Centered Design

AI & Emerging Experiences

Generative AI, LLM Prompting, Agentic AI, Conversational UX, Predictive Interfaces, eCommerce UX

UX Execution

User Research, Wireframing, High Fidelity Prototyping, UI & Interaction Design, Figma Expert including Variables, Auto-Layout, Components, Information Architecture (IA), User Flow Mapping

Data-Driven Design

A/B Testing, Analytics, KPI Definition, Qualitative and Quantitative Evaluation, Usability Testing

Collaboration & Delivery

Cross-functional Leadership, Stakeholder Management, Agile (Scrum/Kanban), Sprint Planning

Design Systems & Accessibility

Design Systems, WCAG 2.1, Inclusive Design, UX law and Cognitive Design Principles, Salesforce Commerce Cloud (SFCC), Customer Journey Optimization, Transactional Workflows, Discoverability, Checkout Flows

Tools

Figma, Adobe Creative Suite (Photoshop, After Effects, Premiere, Illustrator, Indesign), LottieFiles, Miro, Jira, Notion, Hotjar, UserTesting, Figma Make, Google Stitch, Claude Design

PROFESSIONAL EXPERIENCE

JPMorgan Chase & Co.

Senior Product Associate - AVP

Aug 2023 - Dec 2025

- Owned **end-to-end product design lifecycle**, from discovery and research through information architecture, interaction design, visual design, wireframing, prototyping, proof-of-concepts, design handoff, adoption monitoring, and continuous experience optimization
- Defined and scaled AI **experience principles, and reusable interaction patterns**
- Designed human-in-the-loop AI experiences incorporating explainability, confidence indicators, auditability, and user feedback mechanisms to improve trust, transparency, and consistency
- Contributed to **design systems, interaction guidelines**, microinteraction patterns, motion graphics, **accessibility standards (WCAG)**, and enterprise UX frameworks
- Facilitated cross-functional workshops**, design sprints, and collaborative working sessions with Product, Engineering, Risk, Operations, and Data/AI/ML teams
- Championed adoption** of AI-assisted decision-support workflows while balancing user experience, regulatory compliance, operational efficiency, and stakeholder expectations
- Led usability studies, design critiques, and iterative validation exercises, leveraging qualitative and quantitative insights to **continuously refine product experiences**
- Influenced senior stakeholders through storytelling, strategic thinking**, design rationale, and data-driven recommendations, helping drive alignment and product investment decisions
- Mentored designers and **design excellence** through knowledge sharing, design reviews, and establishment of **best practices**
- Operated successfully as both an **Individual Contributor and Design Leader**, contributing across visual and interaction design, design systems, product strategy, and organizational design maturity.

Key Project: Pledge Perfect (AI-Powered Loan Pledging Platform)

Overview

Designed a unified AI-powered decision-support system, transforming a fragmented, multi-system workflow into a scalable, human-centered experience.

Impact

- 80% reduction** in processing time (from 90 minutes to 18 minutes)
- Enabled **\$2.5B+ throughput capacity** per month
- Achieved **94% accuracy** with continuous monitoring using drift dashboard
- Drove **85% adoption within 60 days**
- Established reusable **AI design patterns** scaled across enterprise workflows

Mphasis

Lead UI/UX Designer

Mar 2022 - Mar 2023

- Led **UX strategy and design execution** for a healthcare enterprise platform
- Delivered **end-to-end product design**, from concept through implementation

- Partnered with cross-functional teams to align design with product vision and business goals
- Used **data insights, research, and usability testing** to drive continuous improvement
- Ensured **accessible, responsive, and user-centered design solutions**
- Designed and optimized multi-step user journeys, improving discoverability, workflow efficiency, and platform usability across modular systems
- Worked with Salesforce Lightning Design System, and Salesforce B2C Commerce (SFCC, SFRA)

Key Project: L7 ESP UX Enhancement - Enterprise Science Platform

Overview

Improved the UX of L7 Enterprise Science Platform (ESP), a modular platform supporting LIMS, ELN, and lab workflows for life sciences organizations. Focused on reducing friction across a fragmented multi-module ecosystem by streamlining workflows, improving discoverability, and creating a consistent, scalable user experience for regulated lab environments.

Role & Responsibilities

- Led **end-to-end UX design** across multiple platform modules, from research to delivery
- Conducted **user research, workflow mapping, and UX audits** to identify friction points
- Defined **UX strategy and information architecture** to unify experiences Designed **task-focused workflows, contextual guidance, and interaction patterns** to improve usability
- Translated insights into **wireframes, prototypes, and scalable design patterns**
- Collaborated with product and engineering to balance **usability with compliance, traceability, and system constraints**
- Contributed to **design system evolution** for consistency and scalability

Impact

- Reduced **task completion time** for key workflows by ~25-35%
- Decreased **navigation effort and context switching**, improving operational efficiency
- Improved **feature discoverability and user adoption** across modules
- Established a **scalable UX framework**, enabling faster rollout of new features
- Enhanced **overall usability and consistency** across the platform ecosystem

Bristlecone

Lead UI/UX Designer

May 2017 - Mar 2022

- Led design for **AI/ML enabled supply chain platforms (sense.ai, trace.ai, doc.ai)**
- Contributed in **large-scale enterprise UX initiatives** across multiple applications
- Defined product experiences using **design thinking, research, and systems design**
- Collaborated globally to drive **innovation and workflow optimization**
- Contributed to **design system adoption and scalable UI frameworks**
- Contributed to customer experience initiatives involving product discovery, catalog (PLP, PDP) interaction patterns, workflow optimization, and transactional journey improvements
- Collaborated with cross-functional teams to align UX solutions with business KPIs, operational efficiency, and customer engagement goals

Key Projects: Sense.ai, Trace.ai, Demand.ai, Doc.ai - Suite of AI Products

- Led end-to-end design of multiple AI-powered enterprise platforms across supply chain intelligence, real-time tracking, demand forecasting, and document automation.

- Translated high-volume data and AI outputs into actionable insights through dashboards, alerts, and guided workflows - enabling proactive decision-making, improving operational visibility and forecasting accuracy, and reducing manual effort by up to 10x.

SAP Labs

Senior UI/UX Designer

Nov 2013 - Apr 2017 (ITC Infotech and TalentPro Payroll)

- Designed enterprise **CRM, CX, and marketing technology experiences**
- Created **high-fidelity prototypes and concept designs** for global clients
- Applied **user-centered design methods and usability research**
- Mentored designers and contributed to **design culture and craft excellence**

Wipro | Prime Focus | Zee Learn | MAP Systems

Web Designer / Media Associate / Visual Design Trainer

Jul 2010 - Aug 2013

- Delivered digital design solutions across web, media, and enterprise platforms
- Built strong foundation in **visual design, interaction design, and storytelling**

EDUCATION & CERTIFICATIONS

- Bachelor of Computer Applications (BCA) - **Sambalpur University**
- Animation and Visual Design Advanced Diploma - **Animation Training School**
- Design Thinking & Innovation - **IIT Delhi**
- Salesforce UX Designer - **Salesforce**
- Certified UX Analyst (CXA) - **Human Factors International**
- Certified Usability Analyst (CUA) - **Human Factors International**
- Professional Scrum Product Owner (PSPO) - **Scrum.org**
- Design Fundamentals - **NID Ahmedabad (NODE)**
- UX Design Professional Certificate - **Google**

LEADERSHIP & ORGANIZATIONAL IMPACT

- Set and scaled **design vision for AI-powered enterprise products**
- Established reusable **design frameworks and AI UX patterns**
- Led and mentored **cross-functional and distributed teams**
- Influenced product strategy and drove **organization-level design decisions**
- Nurtured **design culture, collaboration, and knowledge sharing**
- Championed **accessibility, inclusivity, AI Governance and ethical design practices**