

Sabyasachi Kundu

My website: sabyasachikundu.in



Work Experience

PhonePe (Indus Appstore) - Lead UX Design

Oct 2021 – Present, Bangalore

- Leading Product Design, Innovation & Strategy, for Appstore & Developer platform. Work with product managers, CEO, CPO to create a future product roadmap
- Responsible for building the design team, and defining Research & Design methodologies & deliver world-class product
- Focus on local consumer-specific needs, and create meaningful product offerings & experiences
- Manage End to End Design, executions across the team & work with the cross-functional team & contribute to the vision

Key achievements in Indus Appstore

- Successful launched true Indian Appstore & Developer platform recently with more than 1M downloads in less than 1 month for App Store from the website as the distribution channel
- Helped to file first UX design patent for Indian & International market
- Have received an overwhelming response from pan-Indian users, bloggers, Industry experts

Samsung - Product Innovation Manager

July 2016 – Oct 2021, Gurgaon

- Lead NCD (New Concept Development) projects based on local Insights, consumer research, concept generation dev & launch
- Year Innovation Pipeline Creation & Develop Innovation concepts into Impactful, consumer-centric & commercially attractive opportunities
- Cohesive Project Management Leadership on innovation projects drive from research, idea to launch through the organization

YUJ Designs - UX Designer

Feb 2015– Dec 2015, Pune, Bangalore

- Pune Municipal Corporation mobile app designing for the citizens to be able to easily register their civic complaint Instantly
- Honeywell contract UX designer to work on Airfield Traffic Management project to manage and maintain the Air traffic System for efficient and safer aircraft movements for Dubai Airport

Uniken - Creative Product and UI Designer

July 2011– Aug 2013, Pune

Whirlpool Internship

Sep 2010 - Feb 2011, Gurgaon

Other Achievements and Recognition

- Awarded Marvelous Performer Awards by Indus OS for my contribution to localized features in the App Store design
- Awarded by Samsung, the 'Excellent Award', 'Bravo Award' & 'Business Performance Award' for the exemplary contribution to consumer Insight, advanced concept design in smartphones Phone Mobile, TV, Camera concept research & other concepts toward new product development
- During my tenure at Samsung, I conceptualized & designed first 1st AR experience camera feature Social Footprint with several key meaningful features based on local insights & also helped filing several UX design patents in India & abroad
- My interned Mobile "Citizen App" research & design project was appreciated by Pune Municipal Corporation, India
- Awarded "Academic Scholarship" for best performance from MIT Institute of Design year 2009

Education

Institut Superieur Design (ISD)

– Rubika, France

Master in Product Design

At ISD, I secured an Internationally recognized Master Degree in Design. I got opportunity to be part of several International projects with collaboration with MNC's & Design Agencies. I got chance to interact with global mentors improve my design thinking & upgrade my skills.

MIT Institute of Design, Pune

Foundation in Product Design

I have started my design foundation and learnt Co-Design, Involving user into the process. I was also part of few projects catering to local specific needs

Skills

Lead & manage product Innovation projects, define localized product offerings, Product Design, Product, Strategy, UX design, Interaction & UI design, Consumer research, Sketching,, Wireframe design, Visual design, Prototyping, Finding actionable Insight, lead Ideation workshop, User Journey Mapping

Tools

Figma, Sketch, Hand & Digital Sketching, rendering, Adobe Photo shop, illustrator, Premiere pro, Rhino, Keyshot

Interest

Dance, Driving, Hiking, Mentoring, Start-ups & travelling