

Sabyasachi Kundu

My website: sabyasachikundu.in



Work Experience

PhonePe (Indus Appstore) - Lead UX Design

Oct 2021 – June 2024, Bangalore

- Main core responsibility was to work with leaders, setting the strategic design vision and driving innovation based on consumer research
- Overarching design strategy based on qualitative research insights, and lead design product design & Innovation activities
- Managing End to End design projects, from Research to Market launch
- Build and lead a design team of nine designers from the ground up to create compelling experiences driven by consumer research insights
- Working closely with UI Designer, creative artist and engineers to deliver the best possible user experience
- Taking a high strategic view as well as diving deep and executing great UX solutions. Taking an active role in implementation and delivery
- Managing design team, setting up UX methodologies, product vision & working on the product road map with the product team
- Supporting product planning, Identifying USPs, and product differentiation features to have a competitive edge
- Also, collaborate & manage external design & research agencies on projects basis

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 to launch
- Working closely with international design & research team from across geographics such as Singapore, China, South Korea & US
- Make decisions for developing new products, services and business by deriving insights from the customer and company's perspective
- Co-create with the agency during research, analysis, insights generation, ideation, conceptualization and final compelling product concepts presentation to HQ Korea
- Review and analyze quantitative and qualitative findings from market research to understand market & consumer trends and formulate market-driven actionable consumer insights
- Facilitate and manage communication between the HQ-Korea, and marketing team for initiation and execution of NCD projects
- Mentor junior designers & guide them with their day to day tasks

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

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

Interest

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

Contact

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Whirlpool Internship

Sep 2010 – Feb 2011, Gurgaon