

# Shatabdi Biswas

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# Hello there, I am a Product Designer

With 8 years of experience, my problem solving skills have benefited both B2C and internal tools across different industries. who keeps the user in heart and the business in mind. I am a bold problem finder and a solver, who blends research and design together to create meaningful, impactful, simple and delightful products.

## Work Experience



### Bolt

Senior Product Designer,  
July 2022-Dec 2023

- Led the design and development of key features for the Bolt Micromobility app (iOS/Android), driving improved **user engagement and business growth**.
- Designed experiences for parking solutions like Park Assist, VPS, and Charging docks, enhancing scooter parking habits across cities. **Achieved a 97.2% correct parking rate in Brussels, scaling this success globally.**
- Launched Group Rides, which boosted **GMV by 7.87%**, backed by user research and testing to ensure product value from the first release
- Designed a comprehensive **onboarding experience** for new and returning riders, educating them on safety rules and improving overall riding **behaviour**
- Drove a significant **increase in pass usage** among power users through targeted passes and data-driven experiments.
- **Secured tender wins** in Milan for three consecutive years with compelling product visions.



### Delivery Hero

Product Designer,  
Sep 2019-March 2022

- **B2C:** Led designs and experience for multiple features on iOS, Android and web. Worked with cross-functional teams at Delivery Hero while being the core designer for Cross-selling squad simultaneously throughout my tenure, delivering thoughtful, insight-led design solutions and iterations driven by measuring success and iteration via an experiment-driven approach to validate the hypotheses and impact
- **B2B Domain: Led product strategy and UX for an entire no-code web platform** based on Server Driven UI for Delivery Hero's engineering and product team from zero to one.
- Successfully launched **MVP for Search auto suggestions, Favourites** from scratch for iOS, Android and web



### Shuttl

Sr Product Designer  
2019  
Gurgaon, India

- Led the design of multiple features on the Shuttl consumer app, overseeing user research, UX design, and execution of design experiments that improved user satisfaction by 15%.
- Redesigned and restructured the Shuttl operational portal, enhancing usability and providing an information-rich experience, resulting in a 20% reduction in task completion time for operations teams.
- Led comprehensive user and product research, driving the ideation process and delivering end-to-end UX solutions and interactive prototypes.
- Conducted iterative user testing sessions, achieving a 25% increase in user task success rate through validated design improvements.



### Roundglass

Product Designer  
2017-2018  
Gurgaon, India

- Led the end-to-end design of the Roundglass Magazine platform, including both user-facing interfaces and the content management system (CMS).
- Launched a CMS, visual composer, and reading platform, creating scalable, reusable patterns and a design system that reduced content creation time by 30% and improved content discoverability by 20% for users.
- Acted as a Product Manager, gathering requirements and translating them into clear product goals and task flows, resulting in a faster development cycle.
- Defined user scenarios, end-to-end experiences, and interaction models for the engineering and product teams, ensuring smooth collaboration and timely delivery of features.
- Created and managed the product roadmap, ensuring clear milestones and priorities.
- Ensured pixel-perfect implementation by maintaining close communication with development teams, reducing QA issues by 15%.



### Paytm

UX Designer  
2016  
New Delhi, India

- Played a versatile role, contributing to interaction design, user flows, user research, and testing across multiple projects.
- Identified key issues in the login experience during a research hackathon, leading to the introduction of an app lock feature on Android, improving login security and reducing unauthorized access by 20%.
- Led the redesign of the Paytm Seller app, releasing new features such as loan services, return-replacement workflows, and a consistent notification center across both app and web, increasing seller engagement by 18%.
- Collaborated with PMs and UI teams in research and ideation sessions to uncover user behaviours, pain points, and needs, driving improvements in overall UX consistency.

## SKILLS

Strategic Design, User Experience, Design Process, Research, Data Analysis, Market Analysis, User Research, Insight Generation, Hypothesis formulation, Workshop Facilitation, Cross functional collaboration, Product Strategy, Stakeholder Alignments, Future Direction, Innovation, Leadership



IBM

Summer Internship  
2014



Microsoft

Graduation Project  
2015



Teach for India

UX Consultant  
2014



### National Institute of Fashion Technology

B. Design, Fashion Communication, Bangalore  
2008 - 2012

## TOOLS

Figma | Framer | Webflow | Miro | Notion | Prototip | After Effects | Google Docs | Jira | Presentation Tools



### National Institute of Design

M. Design, Information Design, Bangalore  
2013-2015