



Saikat Roy

DGM - UX Design
at JioDesignSystem (SOI)

Ex. Amazon | Vodafone

University of Wales
Trinity Saint David, UK

10+ yrs in Design |
5+ yrs in Design Management

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Hello!

First of all, I want to thank you for your time in reviewing my CV.

I'm a product design manager for my organisation and a mentor for my team. I love working with multi-disciplinary teams to solve complex business and interaction design challenges while not compromising on the end goal of solving the user's problem. In simple words, a problem solver who loves guiding a team towards a common or bigger vision through reasonable milestones.

A total of 10+ years in design including 5+ years in design management for product-based B2C + B2B corporates like Amazon.com and full-product service startups like Kuliza Technologies with product scale ranging from Enterprise to IOT offered me a broad opportunity to work in a small-scale to large-scale agile environment on the most complex products with the most interesting teams. At Amazon, I have carried a reputation of extending responsibility in forming a full-fledged internal team of 20 members from a pilot project. And in Kuliza, the reputation was in on-boarding and then retaining few of the well-known clients with the help of most talented group of designers and developers.

Here's how my day-to-day work looks like:

- Planning and optimising the team's day-to-day work
- Promoting mature design practice within the cross-functional teams and stakeholders
- Aligning designer's work as per short-term user goals and long-term business goals
- Sleeving up for practical research/ design work (20% of my time)

My team's design decisions are always driven by measurable ROI:

- Launching or revamping new product/ functionalities/ programs and track their success rate
- Increasing conversion rate/ engagement rate/ retention rate
- Reducing customer grievances
- Improving positive user perception, and so on

What follows are details of how I got to where I am today.

Happy appraising!

Next: Key Skills, Relevant Experience

Key Skills

- Design and People Management, Design Sprint, Stakeholder Management, Design Negotiation, Team Scaling, Team Culture, Design Mentoring, Design ROI
- Design Thinking Methodologies: Human-Centered Design, User Centered Design, Double Diamond, Enterprise Design, Agile UX
- Design Research Methodologies: Contextual Enquiry, Focus Group, Card Sorting, Personas and User Stories, Affinity Map, Mind Map
- Design Techniques: UX Design, Service Design, Interaction Design, Wireframing, Visual Design, Prototyping, Micro-interactions
- Design Documentations: Link Prototyping, Dev-handover Styleguides, Business Presentations, PRD, Design ROI
- Industry/ Product Lines: B2C Products, B2B Products, Desktop Products, Mobile Products, Enterprise Products, IOT Products

Relevant Experience

10+ yrs in Design | 5+ yrs in Design Management



Dy. General Manager -
UX Design

Jio Platforms (Jio Design
System - SOI), Mumbai
Jul 2021 - Present



Asst. General Manager -
UX Design

Reliance Retail (JioMart
Digital), Mumbai
Nov 2019 - Jun 2021



Role:

Managing the Component Creation, Component Implementation and DS Support vertical teams (10+ direct reports), Core member of the Jio Design System board, Founding member of the Jio Design System team, and more

Projects:

Design System, System of Interaction, DS Project Implementation, and more

Role:

Managing the JioMart Digital product design and research team, Standardising a common JioMart pattern through flexible CMS system, Acting as a business and tech stakeholder SPOC, and more

Projects:

JioMart Digital, JioMart Bot, Cashify SDK B2C, Cashify SDK POS, Reliance Digital, JMD Merchant, and more

Next: Relevant Experience (contd.)





Sr. Manager - UX Design

Jio Platforms (Retail
Commerce), Mumbai
Oct 2018 - Nov 2019

Role:

Managing the delivery of JioPrime short lived (soft launch) product, Acting as a business, product and tech stakeholder SPOC, Key member for the loyalty benefits design advocate to president, and more

Projects:

JioPrime, Prime Friday Deals, Loyalty and Vouchers, Loyalty Points, Membership, Spin and win, and more



Sr. Product Designer

Kuliza Technologies,
Bengaluru
Mar 2017 - May 2018

Role:

Managing 2 direct reports, Mentoring the core design team on UX research and advanced HCI, Collaborating with tech and business stakeholders on various design decisions, and more

Projects:

Zephyr for JIRA, Aditya Birla Direct, Vistara, Watabid, IME Pay, and more



Sr. User Experience Designer

Sulekha, Chennai
Nov 2016 - Feb 2017

Role:

Contributing as an IC for Sulekha Services platform, Leading the usability tests and contextual enquiry, Working thoroughly with VP of product to improve conversion rate, and more

Projects:

Sulekha Services listing page, User testing for Sulekha Services, and more



Sr. Executive - Interaction Design

Vodafone, Pune
Oct 2015 - Oct 2016

Role:

Contributing as an IC for MyVodafone app project, Owning the complete app's information architecture and design system, Working on several user journeys based on user research and business suggestions, and more

Projects:

MyVodafone app (entire IA and few journeys), MyVodafone app styleguide





Creative Experience Designer
Athena Infonomics,
Chennai
Jan 2015 - Sept 2015

Role:

Single handedly revamping the complete website from scratch, Conducting UT post completion of the website, Working on few of the internal tools for the employees to improve their work efficiency, and more

Projects:

Athena Infonomics website, Economic Data Calculator and Visualiser



Visual Design Associate
Amazon, Chennai
Jul 2012 - Oct 2014

Role:

Contributing as a 2 member pilot team to scale the team to 20 members in 2 years, Working on various stakeholder requirements for their brand pages, Working on various internal tools to increase employee efficiency, and more

Projects:

Amazon Affiliate Brand Journeys, Image Assist, Dev Conference, and more

To know further details about experience: <https://www.royfolio.com/bio>

Relevant Education

Digital Psychology | Design Fundamentals



BA (Hons) in Digital Media
University of Wales Trinity
Saint David, UK
2008 - 2011

(Regular)

1st Division (2nd Class)

Course Modules:

Basics of Digital Media, Basics of Design, Cognitive process while interacting with any digital media, Research techniques and tools, Design techniques and tools, Dissertation (on anthropomorphism or personification in design)

Activities:

International student co-ordinator, Second topper in 1st and 2nd year

Next: Relevant Certifications



Relevant Certifications

Design Management | UX Research | UX Methodologies | Usability | Design Thinking

hfi Certified Usability
Analyst (CUA)
Human Factors
International (HFI)
May 2016

Course Modules:

User Experience Foundations, User-centered Analysis and Conceptual Design, The Science and Art of Effective Web and Application Design, Practical Usability Testing

**ID
EO** Design Kit: Human-
Centered Design
Ideo.org (Acumen)
May 2015

Course Modules:

Introduction to Human-Centered Design, Inspiration Phase, Ideation Phase, Prototyping Phase, Implementation Phase

 Product Management:
Fundamentals
University of Virginia
(Coursera.org)
Nov 2022

Course Modules:

Achieving Focus and Winning, Using Today's Product Management Methods, Exploring a New Product Idea, Amplifying an Existing Product

**ID
EO** Design Kit: Prototyping
Ideo.org (Acumen)
Jan 2016

Course Modules:

Make it Real, Build to Think, Plan for Field Tests, In the Field

Comfortable tools: Keynote, office 365 suite, adobe suite (XD, indesign, photoshop, illustrator), figma, sketch, hotjar, google analytics, dovetail, notion, kissmetrics, UXPin, Figma token studio, usability testing, maze, qualtrics



Awarded Best Team of the quarter at Jio R&R Nov 2022 (the managed SOI-DS team)

for high risk appetite, most organised team, consistent quality outcome, and timely delivery

Thank you again for taking the time to go through my CV!

When it comes to work, I call myself "Patiently Aggressive". Patient, till I don't know and still doing my homework. Aggressive, when I know it all.

-- Happy appraising --

