

Anurag Bhattacharya



Based in Berlin · anurag91939@outlook.com · +49 159 0646 2913 · www.anurag.work

Lead product designer with 10+ years of experience in delivering 0→1 projects creating value for businesses and users alike. Creating products for market-fit and delight in collaboration with cross-functional teams and product leadership. Led full scale design for enterprise (B2B) & consumer focused mobile tools (B2C) with high attention to detail & craft. Now incorporating gen-AI tools to accelerate building tools.

Experience



Senior Product designer · Lightspeed Hospitality · 2023 - present

- [Reports UX re-architecture](#) · Led multiple MVPs and future vision with leadership. Created net-new opportunities & delivered them to enhance day-to-day operations.
59 → 71 CSAT, Increased engagement by 17% in 12 months
- [Benchmarks & Trends MVP](#) · Market comparison report MVP; released in 2 months. Led V2 for descoped features.
0 → 21 pro packages won in 6 months
- Built system design specific to reporting components & patterns.
- Championed UXR activities core to product design process



Senior product designer · Civey · 2021 - '22

- Designed journeys for users to understand survey data in the form of simplified data dashboards and set design processes for junior designers.



Senior UX designer · frog · 2018 - '20

- [Saudi Telecom Company, Kuwait](#) · Structural redesign of stc Kuwait's Mobile App, Website and Kiosk interfaces for scalable.
Increased signups by 12%
🏆 Won gold at frog's Make your mark
- [IBM Control Desk](#) · Mobile MVP for employees to report IT issues in mid-large level enterprise organisations.



Design lead · Moonraft · 2017 - '18

- [Olam Direct, Indonesia](#) · 0→1 digital ecosystem to enable farmers to sell cocoa to Olam with the help of 3 mobile app MVPs in 8 months. Led a team of 3 junior designers.
App sales made up 37% of all sales in the pilot
- Colour with Asian Paints, India · Redesigned app to increase usability.


Reduced drop offs by 21%

 Won gold at Digital Crest Awards, Mumbai 2018

- ICICI Bank · Improved usability for many short, valuable task flows across the website for one of India's largest banks.

 Interaction designer II (contract) · Amazon · 2016 - '17

- Foundational design of Amazon Pay with Lead PMs and PMMs
- Interaction design lead on micro-interactions
- Presentations to product leadership on opportunity areas

 UX designer I · Human factors · 2014 - '16

- Vodafone UK · Redesigned Vodafone's Sign Up & registration process implemented across many countries.
- UX audits & recommendation presentations for clients from travel, banking & telecom.

Education

Masters Strategic design · SRH university, Germany · 2020 - '22

Bachelors Interface & graphics design · Symbiosis university, India · 2009 - '13

Certified Usability Analyst™, Human Factors International · 2014