

# Dulal Deb

Product thinker with 9+ years shaping B2B and B2C digital products across web and mobile. Experienced in translating user insights into **product strategy**, **prioritizing** features, and collaborating with engineering and business teams to deliver scalable, AI-enabled solutions

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## Experience

### Senior UX Designer | PayPal | Jun 25-Jan 26

- Designed the **Instant resolution** experience for mobile app (iOS & Android) to improve the NPS score by 20 points
- Reduced customer support tickets by ~18–25% by redesigning **Help Center** into a task-based, self-serve resolution flow, improving issue discovery and resolution speed.
- Reduced customer support dependency by 12% by redesigning resolution flows
- Led **cross-functional** discovery workshops (Design, Product, Engineering, Risk) to define problem space, resulting in clearer PRDs and reduced iteration cycles
- Worked closely with developers and QA to translate UX flows into production-ready specifications, ensuring on-time releases within **Agile sprint** and fewer post-launch issues.

### UX Designer | Maersk | Feb 22-Jun 24

- Led end-to-end design of a **data-heavy** pricing analytics platform, simplifying complex datasets into intuitive dashboards for users, improving **task efficiency** by 13%
- Designed multi-step **decision-making workflows** with edge cases and error handling for complex enterprise pricing scenarios
- Conducted stakeholder **interviews** with 20+ enterprise users, mapping workflows and synthesizing insights into 3 key opportunity areas
- Performed **heuristic evaluations** and usability testing to optimize workflows for efficiency and accuracy in high-stakes decision environments
- Contributed to the **Maersk Design System** by building reusable components and interaction patterns across 5+ product teams

### Senior UX Designer | Accenture | Aug 19-Feb 22

- Designed end-to-end lending workflows for a banking web app, simplifying complex, multi-step financial processes into intuitive enterprise user experiences
- Led **design thinking** workshops with cross-functional stakeholders, aligning on workflows, reducing ambiguity, and improving design-to-development handoff time
- Led and mentored a team of 2 designers, ensuring scalable **design system** adoption and timely delivery across complex product initiatives
- Collaborated with developers to build a component-based **design system** using Figma (variants, variables, tokens), ensuring consistency and scalability across enterprise apps

## Junior Web Designer | Indegene | Dec 15-Aug 19

- Designed a rewards app for a fintech client in **android & iOS**
  - Restructured the components from Adobe XD to Figma in collaboration with engineers improving design QA time by 15%
  - Ensured design team work consistency by establishing standardized design templates in Adobe XD , and documenting a robust design handoff processes
  - Designed & developed 10+ responsive website in healthcare & retail using HTML5, CSS3, Bootstrap
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## Education

**Btech** | 26-Jun-2015  
Assam Don Bosco University

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## Certifications

**AI Product Management** | 2026

Airtribe

**Atlassian Agile Project Management** | 2026

LinkedIn

**Digital Marketing Specialist** | 2020

Simplilearn

**Human computer Interaction** | 2023

Interaction design foundation

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## Skills

### Product management

SWOT analysis, Competitive analysis, Product planning, Market Research, Product prioritization

### Technical

HTML, CSS, Bootstrap, APIs, SQL, React

### UX Design

User research, Usability testing, Journey mapping, Design thinking

### UI Design

Design system, Wireframe, Prototyping

### Tools

Figma, MS Clarity, Mixpanel, Whimsical, Confluence, Jira, Google analytics