

Dulal Deb

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UX Designer with 8 years of experience in fintech and enterprise SaaS, experience in designing B2B & B2C applications in web and mobile. Worked in data-heavy dashboards, simplifying multi-step workflows and building scalable design systems.

EXPERIENCE

PayPal (Contract) — Senior UX Designer Jun 2025 - Jan 2026

- Designed the **Instant resolution** experience for mobile app (iOS & Android) to improve the NPS score by 20 points
- Redesigned Help Center with new **design system** into a taskbased, self-serve resolution flow, improving issue discovery and resolution speed.
- Collaborated with developers and QA team to translate UX flows into production ready specifications, ensuring on-time releases within Agile Sprint and fewer post-launch issues

Maersk — UX Designer Feb 2022 - Jun 2024

- Conducted Heuristic evaluations, re-designed 20+ web screens for pricing dashboard
- Conducted user interviews with 10+ pricing managers identifying key pain points
- Optimized the Notification feature for omnichannel integration preventing revenue leakage of approximately ~\$3Mn
- Designed 20+ screens for pricing analytics tool and collaborated with developers for successful implementation of the design
- Led **cross-functional** discovery workshops (Design, Data science, Engineering, Risk) to define problem space

Accenture — Senior Application Development Analyst Aug 2019 - Feb 2022

- Designed the lending workflow for banking web app, and created prototypes for user testing
- Led Design thinking workshops with stakeholders that improved cross team collaboration resulting in better design handoff
- Collaborated with developers for creating components and pattern library using Figma
- Designed end-to-end onboarding flow for an edtech platform including learner profiling, goal selection, and personalized course recommendations, reducing onboarding drop-offs by 12%
- Successfully lead a team of 2 junior designers, ensuring projects are completed within delivery timelines and mentored in creating design system in Figma

Attra Infotech(Synchreon) — Senior Software Engineer Aug 2019 - Feb 2022

- Developed the internal web portal OBOB for employee onboarding and offboarding flow, improving the employee experience throughout
- Collaborated with back end team for API integration
- Designed flyers, banners using Adobe Photoshop and Adobe Illustrator for various organizational events
- Designed the KM portal using Adobe XD and collaborated with Power BI team for smooth and easy implementation
- Implemented the Google re-captcha authentication for the OBOB portal and collaborated with Senior leadership and multiple stakeholders for approval of the requirement

Powerup Cloud Technologies — Software Engineer-Front End Jun 2017 - Nov 2017

- Developed 30+ screens for responsive website for loyalty rewards web application

- Collaborated with backend team for API integration

Indegene — Junior Web Designer

Dec 2015 - Jun 2017

- Developed and maintained interactive web apps for iPads
- Developed responsive emailers
- Designed and developed e-learning modules using MS Articulate storyline
- Co-ordinating with PMs and backend team for proper support and requirement gathering

EDUCATION

Bachelor of Technology | 2015

Assam Don Bosco University

SKILLS

Coding: HTML 5, CSS 3, JS, Bootstrap, Ionic

Design: User research, Usability testing, Journey mapping, Userflow, Design workshop, SUS, Style guide, Design system, Wireframe, Prototyping

Tools: Figma, Figjam, Miro, Microsoft clarity, Hotjar, Frontify

CERTIFICATION

AZ-900

Microsoft-Accenture

Human Computer Interaction

Interaction design foundation

Digital Marketing Specialist

Simplilearn